

The Billboard

SEPTEMBER 23, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

MUSIC

G. I.'S TAB FAVORITE DISKS



TINY HILL
America's "Biggest" Band Leader
(See page 41)

NIGHT CLUBS

**Fall Act-Selling Spiraling
But Dough Leveling**

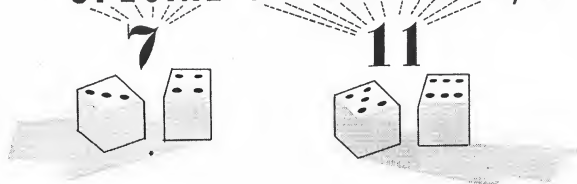
GENERAL NEWS

**Hub Gets Legit Flack Brush,
Claim Eds and Feature Writers**

RADIO

AD-TIME RESTRICTION ULCERS

SPECIAL ATTRACTIONS, inc.



The winning combinations YOU DON'T GAMBLE WHEN YOU BUY SPECIAL ATTRACTIONS

reasons to the buyer!

- S**electd talent we offer you
- P**icked for the outstanding things they do
- E**ach and every band and act
- C**an top the field and that's a fact
- I**ndividual! Each a stand-out attraction
- A**rtists guaranteed to bring satisfaction
- L**et us select—the right talent—for the right room—at the right time!

A T T R A C T I O N S

JERRY MONTANA ORCHESTRA
THREE DALE SISTERS
MARIA LOPEZ
IRVING FIELDS
THREE NOTES
THE FRESHMEN
OWEN SISTERS
BILL THOMPSON TRIO
THE STEWART TRIO
MARION MAYE
NAT JAFFE
DOROTHY DENHAM
MOLLY CRAFT
RAY JONES
AUDREY THOMAS
BENIE GEORGE
TINY DAY
DARREL TWINS
THE LITTLE FOUR
DON DOUGLAS
BATON AND LEE
MUSICALAIRES
EVE LANE
DOT AND DASH
JAY ROGERS
PATTY KRISCO
VINCE MONDRI
KARLIS HART
ROYALTYES
WHIPPING JACK SMITH

SPECIAL ATTRACTIONS, Inc.

Still leading the cocktail field

Fast becoming leaders in radio transcriptions

Introducing our "jingle" production department for radio advertising

JINGLES CURRENTLY—ON—THE—AIR

Nutri-Cola
Times Square Hotel

Graymore Hotel
Playtime Products

MIKE SPECIAL—Pres.
JEAN ROSE—Sec., Treas.

SPECIAL ATTRACTIONS, inc.

48 WEST 48TH ST.

(BRYANT 9-2030)

N. Y. C.

Communications to 1564 Broadway, New York 19, N. Y.

Networks Face Limitations on Sta. Ownership

WASHINGTON, Sept. 16.—With ownership limitation on tele outlets set at six and FM at five, radio advertisers can look for similar FCC ruling on AM, standard broadcasting, in not too distant future particularly in view of FCC Chairman James L. Fly's crack at law hearings recently that commission is now seeking "comparable limitation" policy.

This was taken here to mean that CBS with eight outlets, Fox Industries with seven, Stinson family with seven and NBC with six, can look for a thumbs down policy if future AM expansion is sought. Some here even predict that owners with more than five standards can look for "divest yourself" order much like present "multiple ownership" ruling.

FCC insiders say that commission is yielding to Fly viewpoint that chains should be strictly service units, leaving ownership to independent, this policy has already been laid down for both tele and FM and there is little reason to doubt that it will be extended to standard wave lengths when opportunity avails.

Rehabilitating The Home Town For the G.I.'s

WORCESTER, Mass., Sept. 16. — This town is tackling its servicemen's rehabilitation in two ways, and a radio station is responsible for the approach. David H. Harris, program producer and manager of WTRA, local CBS outlet, is the guy sparking the campaign.

He reasoned that men returning from overseas would be anything but provincial, therefore it would be no aid if their communities were provincial. So he lined up a schedule of United Nations' programs to run thru the next 26 weeks.

What makes this unusual is the follow-up behind the campaign. Town now has a civic committee, staffed by representatives of all organizations which has organized newspaper, merchants, schools, libraries, museums, etc., behind the idea.

As now lined up each of the United Nations, in alphabetical sequence, will have a week. In addition to special programs, forums, audio, quizzes, etc., there will be guests representing each nation, special spreads in daily paper, exhibits in department stores, theaters, etc. Even film houses will play shorts based on the United Nations of the week.

Esty Cancels Camel Caravan Sept. 30

NEW YORK, Sept. 16.—Esty Agency cancels Camel Caravan unit effective September 30, following a tiff with the William Morris Corp. over extra charges booked out was making on the package.

Esty claimed that Morris was charging for pay roll tax deduction on salaries that individual costs of salaries and expenses was in violation of contract that provided that there would be a flat package price.

The unit is currently playing in the Pacific Coast area.

Sports Spielers Eat

NEW YORK, Sept. 16.—Sports Broadcasters Association, after summer away from the luncheon sessions, returned this week to the Capitol Hotel, still on following officials: Stan Lemay, pres. Sam Taub, v.-p.; Tom Slater, secretary, and Jim Dolan, treasurer.

NEW YORK, Sept. 16.—Recent issue of *The Billboard* had a streamer story about how the ad agencies were getting ready for a keen competitive battle come post-war days. Angle was that the 15 percent figures the bush wars were about over and it was almost time to get back into battle dress and, as far as radio was concerned, bring off all the merchandising tricks.

So last week four advertisers took the wraps off some guff along the same line. *Chester*, by Aubrey, Moore & Wallace, is offering \$10,000 in prizes for a "Best Letter Write" contest. General Mills, via Dancer-Fitzgerald-Sample, has a 10 cents plus box-top giveaway on its *Lone Ranger* seg.

Quaker Oats, thru Sherman & Marquette, has a box-top giveaway coming up on its *Terry and the Pirates* program, and Alcoa will offer a map in return for a request for *Blue Smith & Ross* is the ad agency on the last named. All are Blue programs.

Besides last week's article, tip-off on the trend toward actual setting on the air was advertising *Swish Is to Straight Selling*, a cover feature in the issue dated June 24.

Tenth Air Force Comes In On Pop Songs Over 'Hump'

WASHINGTON, Sept. 16.—Crack Army 10th Air Force and air transport command, making the perilous jump over the Hump and Lodo Pass after flights into China, use pop songs to win the hearts of the monotonous dot-dash radio beam.

Broadcast from a bamboo bush station in the Assam wilds, the pop songs are used nights to bring the fliers back to base after the big jump over the Hump.

As long as the fliers hear the songs they know they're on the beam.

Scheme was worked out by Capt. Italy E. Bray, Special Services officer of New York, and has won wide acclaim among Far East fliers.

Pop songs are transcribed at home and sent over to the little station located in a screened-in bamboo hut near the runway.

Occasionally station goes off the air for few seconds when planes take off, but otherwise it does its job. A small generator, 150 yards away from the "studio," operates the turntables and the studio lights. Silt trenches and drainage ditches are also there.

G.I.'s also get big wallop out of programs, as heretofore *Tokyo Rose* and her pop propaganda had been the sole source of radio entertainment in the area. Now men in the air and on the ground can listen to the hot licks of top name bands and composers and feel as if they were back home.

U. S. Tele-Radio-Communications Policy Still State Dept's Ache

WASHINGTON, Sept. 16.—Altho December 1 has been set as State Department deadline for formulation of post-war American Tele-Communications policy, problem is no nearer solution today than it was a year ago.

After nearly a year of trying to work out problem alone, State Department is now calling in industry and asking advice. Division of Madrid, Chito conventions—particularly famed Article 7 of the Madrid Convention, No. 1 of the State Department, with control of Axis air the runner-up aspirin gets there.

Hitch in Madrid-Cairo revisions is industry's unwillingness to go along with any plan that would surrender U. S. air sovereignty to so-called Central European Registration Board, which, it now appears will turn out to be just another Bernese Bureau, with just as little authority as the Swiss clearing house.

With spectrum expanding rapidly, American industry has top stake in State Department policy, particularly as to frequency spectrum revision and control of enemy airwaves.

One top State Department official, working on tele-communications for nearly a year, admitted to *The Billboard* that problem is no nearer solution today

L. & M. Protect O. G. Hollywood by Opening

NEW YORK, Sept. 16.—Jim Andrews, radio director of Lennen & Mitchell, left for the Coast yesterday to help open a Hollywood office for the agency. It's understood that the office is being opened in order to adequately handle the radio end of the Old Gold account, which L&M brook from one of the show's last week. Trade is watching with interest the development of the radio angle in the situation because it believes the agency will run into difficulties.

It's pointed out that L&M is getting a rare second chance, but there's plenty of head-thinking about that chance. Reliable trade sources say that Lennen & Mitchell won't be able to put it across.

Meanwhile, it's understood that the agency has signed Carlton Young, actor, to the show it will use to replace the Sunday night Jackie Gleason show. Young, who works for MGM, was hard come by, as the film outfit didn't want to release him enough time to permit adequate rehearsals.

McQueen for Laughs

NEW YORK, Sept. 16.—Butterfly McQueen, svelte comedienne, has been assigned to handle comedy chores on the Dinah Shore program for General Foods. Robert Dole will front one of the show along with the Joseph Lull chorus. Miss Shore is in town huddling with Y&R men on the build-up and the prem.

NEW YORK, Sept. 16.—It's felt that December 1 deadline would never be met unless a "miracle" occurred.

No Radio for Axis

Big talk here has been to take away Big-German frequencies entirely and hand them back as new governments grow to worthiness. Complicated problem involved — commercial, television, aeronautic, amateur, FM, AM, and like — many more steep away from situation, however.

Italy may be tip-off, once here believe, there a "friendly" government was given own air rights, with Allied Control Commission doing strict monitoring job. Same may be done in Japan and Germany.

Warner's handling of the matter, for stronger handling of the matter, will be that which was to have been held in Rome in 1942, is called to thrash out problem. Once peace comes, problem is certain to loom as big one for industry.

Agencies Want 'Understanding'

Claim webs should permit plenty of time on segs for entertaining commercials

NEW YORK, Sept. 16.—Ad agencies, more than a bit irked by the tightening of web commercial acceptance rules, particularly in relation to commercial time, are offering, in a quiet way, a counter suggestion. With time, as it were, of the essence, the agencies can not prime their guns for a real battle. They feel they are in no position, with a shortage of time, to start pounding demand. They have another answer.

What agencies want is an unfreezing of web rules to permit in the words of one ad exec., "a more flexible interpretation that will permit more time for commercials that have entertainment or program value." Billed down that means that when they dream up a sock commercial they want room to move it around in. Their general theory has it that the webs, except on rare occasions, have been uncompromising in their approach to the time element, altho there is a substantial agency minority who think they've been able to get thru lots of stuff actually outside the webs. A more liberal interpretation will ease them out of the client gridiron on one side and web brick wall on the other. They want a tariff agreement, it said, to allow the passage of commercials like one used on the Fred Allen show some years ago that ran six minutes but was really part of the entertainment program not the advertising. One agency made a test some months ago in which a cliché-filled 45-second commercial was stacked against one that was good but ran four minutes. The long, clever one won the audience's approval. And, the commercial was so pertinent that it ad plugs for war activities and those which follow the mood of the show. The three, they say, entertainment, advertising and news, should be handled "with intelligence, a sense of humor and good taste."

Not Realistic, Say Webs

Of course the nets have been a few. It runs along these lines. 1. It is felt that the public is not naturally realistic. Who, the webs ask, is competent to judge the entertainment value of commercials? There are as many varying opinions as there are men doing the work. What one guy will consider unpleasantly funny, another will say, And, there are naturally in-between opinions. No one, not even the smartest showman, it's said, is a be-all and end-all in judging what will appeal to the public. Further, the messages, in their opinions, are much more effective if they are short and to the point. And the problem of mood, they say, is another moot question, like entertainment.

One web official summed up his opinion that the public has been, the ads, "more than liberal in their interpretation. In fact, if there is any criticism called for, it is for that very reason and not because we had the problem of mood. If the agencies want further liberality the responsibility dovetails upon them and upon the entire advertising technique. If you can do it, it's your business, whereby commercials are fun I would be the first to let them run riot. In fact, if they can do it, it's their business, not ours. We would be happy to sell time exclusively for commercial.

Codes Only Rules of Thumb

"Always remember the NAB code and the like were only network codes and merely arbitrary rules-of-thumb selected at not best."

(See RESTRICTION ULCERS on page 18)

Local Programing Row

WNEU's Idea Pays Penny

25 per cent more listeners
and 25 per cent more biz
says station's correct

By Lou Frankel

NEW YORK, Sept. 16.—Just about a year ago WNEU, local indie and one-time foremost exponent of record music programming, switched its emphasis from pop to programing. Recorded tunes were still the backbone of the 24-hour-a-day station, but the trend was toward pattern programming.

Now with a full 12 months of the revised operation under its belt, the station has recapitulated, liked what it found and embarked on an even more program-conscious schedule. All of which may be a tip on a trend that may grow widespread into other purely local operations.

What WNEU's execs saw was an average increase of listening, according to Hooperatings, of about 25 per cent over last year for the hours from 8 a.m. to 10 p.m. Likewise, WNEU saw where actual biz had notched up an average 25 per cent as an increase in business over the previous year.

Only Three Segs Not WNEU
Even more important there were only three programs on WNEU which were not WNEU-produced. These were three transcribed programs, *Calling All Girls*, *World Circuit* and about material half hour with *Honey Carmichael*. All were sponsored, and there was the story.

With audience up, biz up and station's own programs up to where only one show was not station-produced, it became obvious that WNEU had developed something. What they have developed actually were two things—program more handeling and vertical programming. These also were the formulas that met and matched the competition of network programming. And as most everyone knows, it's web production that is the almost universal excuse used by local operations in apologizing for their lackadaisical programs.

As developed and used by WNEU, program merchandising is salesman's work. In its simplest form it's selling the station audience and not programs; tailoring the program to fit the product and the audience. Prime examples of this technique are what WNEU has done with movie bally.

Perfect Film Promotion

When *Hitler* Geng played New York this outfit, along with many others, plugged the picture. Where WNEU differed was in its approach. They didn't just sell spot announcements and participation. What they did was go out and build special special-event-type programs named after the film. They scanned every program on the schedule and wherever possible merchandised the film.

The station did a special dramatization of the movie, using some of the original cast. They tied up a special after-dinner showing of the film. They did *Milkenberg's Machine* all-night program; the merchandise books was to give the night shift a chance to see the movie; they ran the chance broadcast of the film with the tools and materials that will beat *Hitler*, etc. Another stunt, and typical of the way the radio network handles the picture, came *Hitler* console, had the *Music* in *Esle* program tackling what *Hitler* had done to music, etc.

The merchandising aspect of this technique is pertinent to anyone familiar with follow-through advertising. Only difference is that the station merchandises within itself instead of putting on a now show that has to fight for audience and going into other media to merchandise with.

(WNEU Staff Pays Dividends, page 12)

Loyal Opposition

Genial Gene O'Fallon of KFEL, Denver, disagreed with *The Billboard's* recent editorial against radio and paid WAC advertising. In support and explanation of his opposition the KFEL pexy sent along the following copy of a wire he sent the NAB back in July:

"Relet WAC recruitment advertising, KFEL agree with NAB opposition to the use of money from funds for advertising but also believes that, in the event of Congressional contemplation of such legislation, all efforts should be made to eliminate discrimination as between the press and radio or any other medium of communication. Also it is our conviction that government purchase of advertising in the newspapers has been detrimental to radio for two reasons: One, it has enabled the newspapers to make widely publicized claims to the effect that the newspaper is the medium chosen by the government in order to obtain the most effective results and, two, it has enabled the newspapers, to the exclusion of radio, to maintain valuable contracts with the large advertising agencies handling these various government campaigns. Therefore, our decision is to accept WAC recruitment advertising. We are so notifying our national representatives, John Blair & Company, and are sending them complete program and announcement available."

"Incidentally all money received by us for this WAC recruitment campaign will be donated by us to the USO and the Red Cross. We inform you of this donation to make you think that if sufficient other broadcasters do likewise, the public will begin to feel actual value in dollars and cents of radio's contributions in advertising to the government. Kindly regard."

With the wire was the note: "Wrong again according to you but we're sticking to our guns."

The answers to Gene's two points are simple. To the first, all radio has to do is look its own horn about the government operating radio and radio turning its facilities over gratis. To the second, it seems to be a fairly well-known fact that radio stations have had some slight, albeit effective, contacts with agencies along straight and legitimate business lines, that these stations aren't asking the government subsidy to get ad agency recognition.

About the KFEL plan for donating WAC recruiting campaign to the Red Cross and the USO, all we can say is, it's a swell idea with the one exception . . . the Red Cross is contributing public funds.

Heat on A&A for Hall of Fame Shot

NEW YORK, Sept. 16.—Amos 'n Andy will be in town October 13 to 20, when the heat will be on to get them to do a *Philo Hott of Fame* shot on the Blue. It's a publicity stunt, says the William Morris Agency all last year for its failure to line up the act. Philco wants them for an "all-time radio great" tie-in. It's also understood that the sponsor and the agency, Rutherford & Ryan, want to get the act to town tie-up, with Keenan and Ed Wynn doing a wax row for them. If the deal goes through, Keenan will play the Coast and his dad from New York.

Nix Happens, So Two Reports Will Be Issued by Lea Comm.

WASHINGTON, Sept. 16.—Mounting signs that a behind-closed-doors showdown is coming within the Lea Committee investigating the POC come today after Rep. Clarence F. Lea (D, Calif.), chairman of the committee, informed *The Billboard* that he plans to call in a congressional hearing of 15 years' experience to cull the drawn-out hearings and submit an impartial report after separating the wheat from the chaff.

An easy-going fellow, Lea indicated that his patience with wild charges is about at an end and that it is the duty of elected representatives to live up to their responsibilities without "reflexishness or cowardice."

While he did not mention Rep. Louis Miller (R, St. Louis) by name, it was obvious that the soft-spoken Lea had the St. Louis first-term Republican in mind as he spoke. Lea also revealed that he expects "minority" report to come out of his committee as it is apparent that neither he nor his democratic colleagues will support J. Art of New Jersey and Rep. Warren G. Magnuson of Washington, will pen a report to which many of Miller's loose charges are included. Rep. Richard B. Wiggleworth of Massachusetts, second Republican in the contest, is expected to go along with Miller in a "minority" report which Miller is expected to author.

Friday Fizzle

The hearings fizzled out Friday (15) when Miller got cold feet after serving FCC Commissioners Fly and Case, and for the first time, Rep. J. Art of New Jersey changed his mind, saying that if he went along with plans a high naval officer would be embarrassed.

Likewise, Miller's earlier demand that Thomas G. (The Cork) Corcoran's income tax records be produced in connection with WMCA sales investigation petered out Friday (15), although there was a hint that Miller will return to toplo after election recess. Like a hush leaguer, the best that could be said for Miller, as hearings came to close, was that he was in there, anyway.

The 64 Question

He 64 question of the week went like this: "Do you know that if my committee could take the gag off army and navy officers and obtain certain data relative to the activities or attempted activities of the POC into purely naval and military fields that we would be able to show beyond question that the POC insofar as it has attempted to interfere with our war effort, has interfered with it in this field as well as the national security?"

Chairman Fly, like Mr. Bones playing a dumb, could only answer, "No." And ask what the punch-line was, Miller's punch-line failed to develop Friday, however, and Lea called the whole deal off until November 7.

"Bev" Palmer KGO Boss

San Francisco, Sept. 16.—T. B. (Bev) Palmer, chief engineer for KGO and the Blue Network's operations here, has been appointed manager of the station, succeeding the late Ben J. whose appointment as general manager of the Blue's Western Division was announced recently.

Palmer joined the Blue Network two years ago. Previously he had been with the Canadian Marconi Company as a technical expert. He is a member of the local indie, and field supervisor for NBO here. He takes over his new duties September 18.

Orson To Work for Biow?

NEW YORK, Sept. 16.—Milton Biow, a man, and Orson Welles are understood to be interested in a radio show based on the *Makers' Saturday Night* service's party. Low Kerner is supposed to be the idea's originator.

Do They Write!

PHILADELPHIA, Sept. 16.—Self expression runs high at WFIL, with the following staff members writing column weekly or monthly radio columns: Hal Simonde, salesman, writes for *Four* Richard Ainsworth, publisher of the *For* Richard Advertising Club; Martin Langweiler, of the promotion department, contributes to *South Philadelphia American*, a community newspaper; Max E. Solomon, assistant publisher of the *For* organ of the Golden Slipper Club; Claire McMullen, promotion department, to *This Week in Philadelphia*, a magazine; and Moorehead, sports director, also contributes a sports column.

Too Much Biz Has Kellogg Cutting

NEW YORK, Sept. 16.—Kellogg's shift of its Jack Berch-Ten Sun's program from MBS to Blue stems, according to radio campaign for reduction of food to prune its ad. With his way up, the cereal maker was in a spot where added biz became unprofitable by wrecking production schedules.

In the cutting process it became obvious that by shifting the Jack Berch Show to Blue, the sponsor would get a whack at the full-hour discount rate. Kellogg's now have piece of *Breakfast Club*, *Breakfast Club*, and *Breakfast Club* news slot, for a total of 45 minutes of time.

In a probability other programs will also be chopped at least for the rest of the year, or until production can be cut down to a level where Kellogg's programs are *Superman* on Mutual and a transcribed musical session.

Showmanship Used By ALP This Year

NEW YORK, Sept. 16.—American Labor Party is putting showmanship into its radio campaign for re-election of Roosevelt. Straight speeches are being limited to six on WABC, four each on WJZ and WEAP.

Basically these are prestige builders and a must in a political campaign since they give the party a chance to ring in the name of Washington. Counted upon to influence the rest of New York State will be quarter-hour transcribed transmissions and musical spots. Jingles will be 30 and 60 seconds.

Talent, performers, writers, music, etc., will use a variety of names. Coughlin kicks off on WMCA, locally, Monday (18). Lawrence Menken, ex CBS and NBO director, is ALP radio director.

Nesbitt for Schaeffer

NEW YORK, Sept. 16.—Newell Emmett Agency has presented Westinghouse with a formal request for the release of John Nesbitt from his Sunday afternoon show. It's understood that the Schaeffer Pen Company wants to buy Nesbitt for a 15-minute spot on Sunday afternoon show. The price for the narrator will be \$1,000 per spot.

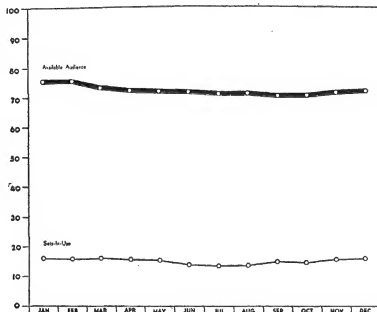
Westinghouse is not adverse to the agency's request but will not set a definite date.

Abeloff Gets a Medal

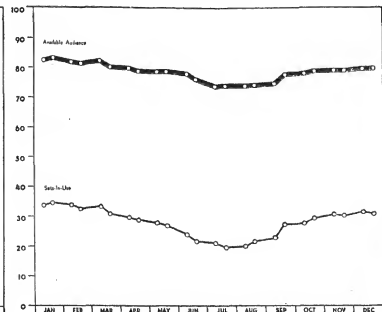
RICHMOND, Va., Sept. 16.—Governor Canine W. Daniel, Jr., and J. H. Wyse, co-ordinator, Office of Civilian Defense, announced this week that a "thousand volunteer" award of Virginia's Service Citation to Mr. M. has been awarded to Irvin G. Abeloff, former service manager of Station WVM. The award was presented in "grateful appreciation of volunteer service in civilian defense and as evidence of excellence in performance of duty."

AVAILABLE DAY AND NIGHTTIME AUDIENCES AS INDEXED BY HOOPER

(Based Upon 1943 Hooperatings)



Daytime Listening



Nighttime Listening

Hot Hiatus Hits Fall Ratings

Sponsors Save \$ Not Audience

Advertisers pay for dialers so figures may prove vacations are luxuries

NEW YORK, Sept. 18.—Considerable thought is being given by agencies, sponsors and networks to problem confronting top-ranking programs returning after summer layoffs. Crux of the problem is the beating these programs take in the Hooperatings.

Most every program returns to the air to find a goodly percentage of its audience dissipated or grabbed up by its replacement, consequently the inhabitants of the first 15 have to battle to get back to their usual notch.

Problem is that these top-ranking programs are paid for their ability to corral audiences and to a somewhat lesser degree for the plus effect they have on the network and network affiliate audiences. In the early fall, right after they return to the ether, these programs, drawing down top money, are not worth their salt and won't be for as many weeks as are required to bring their Hooperatings up to par.

The headache is caused by advertisers' yen to save dough during the summer, when they reason the available audience is low. Consequently, most of the re-sale time is made available to another sponsor who saves dough. But he also depreciates the value of his program. At least that is the reasoning of many in the trade.

To document their reasoning, these trade minds point to charts similar to those appended hereto. They show that the daytime network programs, which are on the air right thru the summer,

fluctuate only to a minute degree in both available audience and sets-in-use. And the reason claimed for this steadyness is that the programs are available to listeners right thru the year.

Summer Dropsey

On the other hand, they point to the nighttime national network Hooperatings for 1943 to show what happens to both AA (available audience) and SIU (sets in use) when the programs are not on the air. In the summer months both factors take a definite and deep drop, a drop which some feel is unnecessary.

Quite obviously some of this sentiment comes from producers and sponsors of programs which benefit when the listening slot, i.e., the sequence of programs on any one station or network on any given evening, is filled and active and passing along the audience from one show to the next. Naturally, when the slot is broken anywhere down the line, the programs behind the break suffer.

The network angle stems from the increased competitive position. With every web pushing hard to keep its product better than that of its competitors, the nets are unhappy to put it mildly, when some advertiser sloughs off its summer time.

The trade-folk interested in remedying this situation point to another set of figures in support of their reason.

Tals, as they see it, proves their point, namely the inferior programming is what kills summer audiences. In other words, in daytime, even tho the available audience is off 8.1, sets-in-use, i.e., actual listeners, is down only 2.5. Their conclusion—programs are the answer and where the programs are available so is the audience.

It's Different At Night

Evenings, on the other hand, are the exact opposite. Evening sets-in-use index is down more than available audience. Of course, in both evening and daytime the percentage of decrease is greater for sets-in-use. And even there the evening SIU percentage of drop is much greater.

The figures:

EVENING HOOPERATINGS — 1943

	High	Low	Actual	Per Cent
Sets-In-Use	Jan. 30—54.5	Aug. 15—10.1	15.4	44.6
Available Audience	Jan. 30—83.2	July 15—73.3	9.9	11.9

DAYTIME HOOPERATINGS — 1943

	High	Low	Actual	Per Cent
Sets-In-Use	Mar.—Dec.—16.0	July—13.5	2.5	15.6
Available Audience	February—76.6	Sept.—70.5	5.1	6.7

Naturally, there are some that feel that these figures are off a bit, as they presumably don't take into consideration the population shifts caused by the war. To this these in the opposite camp say: "National network programs can be

heard everywhere within the basic confines of the researchers set-up. Sure there are now more people on the West Coast than before the war, but the same network programs are available to listeners out there that were listened to at home."

What the answer is is moot. Everything is still in the talking stage and any decision won't be available until the time comes next year for another summer hiatus. By then it is quite possible that everyone concerned will have reached a workable solution.

Esquire presents

"The Boys from Boise"

Television's first full-length

Musical Comedy

written and produced

especially for television



September 28th at 8 P.M.

Station WABD Channel 4, New York

RADIO REVIEWS

Youth on Parade

Reviewed Saturday (12), 10-10-30 a.m. Style—Variety. Sustaining on WEEL and CBS.

For a show on which all performers are teen-agers, *Youth on Parade* is a pretty slick article. Shot heard was the 11th program piped to the network from the Hub. Formula is set, employing a big, well-balanced singing ensemble, large orchestra, several fine soloists, a sketch of the kids' mythical adventures plus *Youth on Parade* Award for outstanding achievement.

Set pattern naturally limits the range of material, as well as the base of interest, but within the framework the kids do very well indeed. For a light morning show, lyrics and built-up are pretty pretentious. The first half leans too heavily on the undeniably exceptional singing talent of teen-age Ruth Casey, whose voice and style puts many an air-wave canary to shame. Four songs in 15 minutes are too many for anyone, especially one so young. This includes listeners, too.

If the kids were not so sophisticated and professional, the guys in Jimmy Grafe's script would not sound quite so self-conscious. But they like veterans, considerably removed from the naïveté of their material. Since the show is designed for youngsters, dramatization of fictional, or perhaps real adventures and newsworthy experiences of teenagers would be more appropriate and more interesting than the same material used.

Youth on Parade Award on shot heard was to the late Gen. Theodore Roosevelt. It was cast in embarrassing sentimental, yet nevertheless tear-jerking language. Here again, awards to young people for their achievements might be more appropriate. But despite reservations, *Parade* remains a smoothly produced, tightly knit and nicely performed show. Dolpho Martin, organizer and moving spirit, is director and arranger; Ray Girardin, producer; Frank Bellina, musical director; Hal Nowell, announcer. Actual performers are teen-agers as announcer: Milton Grubbs. Bill Riley.

"Sears Crosstown Quiz"

Reviewed Thursday, 7:30-8 p.m. Style—Quiz show. Sponsor—Sears, Roebuck and Company, Agency—LaBram & Hansen, Philadelphia. Station WFIL, Philadelphia.

Emceed by the station's Jack Steek, new quizzer consists of questions on current events as recorded in the home town papers, with the answers coming from two competing teams made up of employees from the cities' various war plants. Program caught used war workers from Bendis Aviation and International Resistance companies. Prizes of \$10 goes to each member of the winning team, and a five-back note for each member of losing team.

First team is given 11 minutes to answer a set of queries, with second set of puzzles to second team for another 11 minutes, score based on 100 for each question if they shoot back the correct answers. The more correct answers they can squeeze in during the 11 minutes, the higher the score.

Questions are not only on war events, but on all news found in the daily papers for the week. To be able to make a good showing the papers have to be very thoroughly read. Teams which make the highest scores during the series will compete for final prizes.

Sponsored by Sears, Roebuck and Company, Jack Steek does a good job of keeping the contestants stepping, and program is interesting and makes for good listening. Also helps create plenty of good will in behalf of the Sears stores for stimulating post-war business. No commercial palaver, Sears selling nothing but its name. Program slotted for a weekly ride on Thursdays.

Maurie Oroskenner.

Presenting Michael Scott

Reviewed Wednesday (13), 4:30 to 4:45 p.m. Style—Dramatic. Sustaining on WBBM, Chicago.

At last someone at a major radio station is trying to give more than just insipid, typical serial fare to the daytime listener in search of dramatic entertainment. The man who is doing it is Walter Preston, WBBM-CBS program director, and the vehicle he is using is a series of adaptations of the World's best literature, entitled *Presenting Michael Scott*.

Michael Scott is aired by WBBM Monday thru Friday each week. It condenses and presents, usually for about a four-week period, radio versions of the literature that has become accepted as masterly but still of interest to the majority.

Wednesday's program was one in a series built upon the story of Dickens's *Fate of Two Cities*. If the series continues with the writing, acting and musical quality displayed in this stanza, the station has a show that certainly ought to go commercial, and could have a place on the CBS net.

Written and produced by John Barnee, the series utilizes original musical transaction and background, gripping dramatic writing and a cast of top-notch actors and actresses, with the entire production tied together with the narration of Michael Scott.

Away above average was the music on this program. It established a heightened mood, it carried the show from incident and thru all changes of dramatic setting. In fact, the music did more to retain attention in the entire production than did the narrator.

The cast: Jonathan Cole as Sidney Carton, Murray Forbes as Dr. Manette, and Nannette Sargent as Lucy Manette, and Madame Defarge does excellent work interpreting John Barnee's script, which lost none of the flavor of the Dickens story and yet managed to have the more intense, faster-moving properties demanded by radio.

We thought, however, that the voice of the narrator was quite often out of character with the tempo of the dramatic situations. Often when the tempo seemed to demand a hushed, low forceful voice, he used a fast tempo that certainly presented a change of pace (if that was the producer's intention) but did nothing to retain interest in the program.

On only one point is this series weak, and that is in its title. *Presenting Michael Scott* certainly does not have the proper connotation for a dramatic series of the world's best literature. Agreed, with the title the station is trying to build up the Scott personality, the personality which, it is planned, will carry over interest in the show day after day and week thru week. But it is still weak. It might be a good title for a commentary but not for a dramatic series.

In general, however, we think this series is a step in the right direction. It is proving that daytime dramatic programming can be artistically mature as well as interesting. If the station, the writer, the musicians and the cast keep plugging, giving of their best, the station will give the soap opera on the air a run for its money. Cy Wagner.

Rationed Spots

CINCINNATI, Sept. 16.—WLV, the Crowley station here, is so tight for time that it is rationing its air station and chain breaks to 12 per account per week. Move has been in effect for some time, but time buyers are just beginning to feel the details.

The ration scheme allows 12 per week for each product, even if the sponsor sells several lines. The scheme, according to a WLV exec, was worked out so as to allow an equal chance for all advertisers, thus preventing a "monopolistic" situation.

The kicker in the deal is the fact that some time buyers say that there aren't any of the rationed spots left.

NEW YORK, Sept. 9.—Something new cropped up in ad-agency radio promotion while that it won the top award for N. W. Ayer in The Billboard's Seventh Annual Advertising Agency Radio Program Promotion Survey.

Aren't judges the nicest people? Thanks for the opportunity, BILLBOARD.
N. W. AYER & SON—RADIO

Step Forward

NEW YORK, Sept. 16.—Richard Frankenstein, v-p of the United Auto Workers' Union, has been asked to talk to members of the NAB Code Committee. Meeting will be held here sometime late this month.

here comes

THE BIGGEST
SHOW
IN TOWN!



Radio's greatest promotion "goes all out" Sept. 17!

Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to *head-line* entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States—and this campaign presents it proudly—urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skilfully planned "arms" of the campaign for—
"The Biggest Show in Town!"

THE
BIGGEST
SHOW
IN TOWN

on the air...

1. Live Announcements—in which CBS stations remind their audiences constantly of new and pleasant listening "coming right up"—at a conservative average rate of 1400 a day.

2. Star Recordings by CBS Evening Headliners—The audience of each CBS station hears the actual voices of the stars in informal teaser-invitations to listen to their next regular programs.





KATE SMITH



GEORGE BURNS AND GRACIE ALLEN



GARRY MOORE AND JIMMY DURANTE



FRED ALLEN



FANNY BRICE

3. SPECIAL RADIO "GUEST CRITICS"

— The big-timers — Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly *not* about their own programs—but about their friendly rivals on the CBS "Biggest Show in Town."



—in hundreds of Great Newspapers throughout the U.S., CBS stations present—

Printed at the New York
Daily News Building
Daily—10,000,000
Sundays—3,000,000

DAILY NEWS

FINAL

Vol. 1, No. 1

New York, N.Y., Sept. 23, 1944

All Made in the United States

2 Cents (U.S.)

**AL
R**

**Reds
Troop**



*\$1,000,000 Worth of Radio Stars!**

Tune them all in on...

WABC 880



**Tonight!
THE
BIGGEST
SHOW
IN TOWN**



9-10 PM 8-9 PM *Wanda Jackson with the Dore Brothers and her happy little band, serving a wonderful variety of music.*



10-11 PM 10-11 PM *Mr. and Mrs. Pauline, the nation's first and best radio show, featuring the best of the best in radio.*



Stay tuned to WABC for NEWS, including the all-

*\$1,000,000
Worth of
Radio Stars!**

Tune them all in on... **WABC 880** on your dial



I LOVE A MYSTERY 7-8 PM *The Long and Jack Pineda from the A-1 Detective Agency and the outstanding mystery series.*



THE WORLD TODAY 8-8:45 PM *Five reports of the day's events, including the CBS news with the national Sunday through Sunday.*

ONE HOUR TALKING 8-8:45 PM *Director's favorite radio series, entertainment with a twist, music in an hour's time.*



RAY MONTEAGUE 8-8:45 PM *Joe Montague, known to his friends as the "radio king," is a great radio personality.*



SECOND HOUR PLAYERS 10-11 PM *This is the best new show, the best new show, the best new show, the best new show.*



VOYCE POP 8-8:45 PM *Paula Robeson and Wayne Hall take the best of the best in radio, the best new show, the best new show.*



THANKS TO THE NUMBER 1 10-11 PM *Five reports of the day's events, including the CBS news with the national Sunday through Sunday.*

10-11 PM *At 10-11 PM, the best of the best, the best of the best, the best of the best.*

Tonight! THE BIGGEST SHOW IN TOWN

Stay tuned to WABC for NEWS, including the all-star global news-reporting staff of CBS WORLD NEWS

—and throughout the stations and
retail stores of 141 trading centers

VIMMS PRESENTS
THE FRANK SINATRA SHOW
WED. AT 9:00 P.M.



THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
SUNDAY AT
9:30 P.M.



SWAN PRESENTS
GEORGE BURNS AND GRACIE ALLEN
TUES. AT 9:00 P.M.



POST'S RAISIN BRAN PRESENTS
THE ADVENTURES OF THE THIN MAN
FRI. AT 8:30 P.M.

CLAUDIA MORGAN
AND DAVID GOTHARD



PROMO-SELTZER PRESENTS
VOX POP
MON. AT 8:00 P.M.



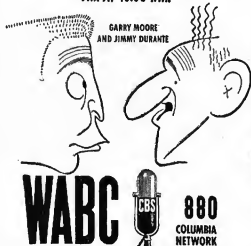
POST TOASTIES PRESENT
BABY SNOOKS
SUNDAY AT 6:30 P.M.



JELL-O AND SANKA COFFEE PRESENT
KATE SMITH
SUNDAY AT 7:00 P.M.



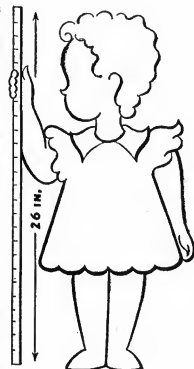
CAMELS PRESENT
THE MOORE—DURANTE SHOW
FRI. AT 10:00 P.M.



WABC



880
COLUMBIA
NETWORK



WABC



880
COLUMBIA
NETWORK

PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, on the 70 sponsored products of the brilliant pageant of CBS programs.

THE PRUDENTIAL INSURANCE COMPANY PRESENTS
THE FAMILY HOUR
 SUN. AT 5:00 P.M.

PALMOLIVE SHAVE CREAM PRESENTS
INNER SANCTUM
 SAT. AT 8:30 P.M.

SUPER SUDS PRESENTS
BLONDIE
 SUNDAY AT 8:00 P.M.

EVERSHARP PRESENTS
TAKE IT OR LEAVE IT
 SUNDAY AT 10:00 P.M.

LUX PRESENTS
THE LUX RADIO THEATRE
 MON. AT 9:00 P.M.

MAXWELL HOUSE COFFEE PRESENTS
THE ALDRICH FAMILY
 FRI. AT 8:00 P.M.

THE UNITED STATES RUBBER COMPANY PRESENTS
THE NEW YORK PHILHARMONIC SYMPHONY
 SAT. AT 3:00 P.M.

“THE BIGGEST SHOW IN TOWN”—tonight and every night

OVER

These stations of the CBS Network

Akron WADC	Dayton WHIO	Lincoln KFAB	St. Louis KMOX
Albany, Ga. WGPC	Decatur WSOY	Little Rock KLRA	Salt Lake City KSL
Albany, N.Y. WOKO	Denver KLZ	Los Angeles KNX	San Antonio KTSA
Albuquerque KGCM	Des Moines KRNT	Louisville WHAS	San Francisco KQW
Anderson WAIM	Detroit WJR	Macon WMAZ	Santa Fe KVSP
Asheville WWNC	Du Bois WGED	Mason City EGLO	Sarasota WSPB
Athens WCAU	Duluth KDAL	Memphis WREC	Savannah WTOG
Atlanta WGST	Durham WDNK	Meridian WCOC	Seranton WGBI
Atlantic City WBAB	El Paso KROD	Miami WQAM	Seattle KIRO
Augusta WRDW	Eric WERC	Milwaukee WISN	Shreveport KWKH
Austin KTBC	Evansville WEOA	Minneapolis-St. Paul WCCO	Sioux City-Yankton WNAX
Baltimore WCAO	Fairmont WMMN	Missoula KGVO	South Bend WSBT
Bangor WABI	Fort Myers WINK	Montgomery WCOV	Spartanburg WSPA
Beckley WJLS	Frederick WFMD	Muncie WLBC	Spokane KFPY
Binghamton WBNF	Fresno KARM	Nashville WLAC	Springfield, Ill. WTAX
Birmingham WAPI	Gloversville WENT	New Orleans WWL	Springfield, Mass. WMAS
Bisbee KSUN	Grand Forks KILQ	New York WABC	Springfield, Mo. KTTS
Boston WEEI	Great Falls KFBB	Oklahoma City KOMA	Stockton KCDM
Buffalo WKBW	Green Bay WTAQ	Omaha KOIL	Syracuse WFBL
Burlington WCAX	Greensboro WBIG	Orlando WDBO	Tampa WDAE
Cedar Rapids WMT	Hartford WDRS	Paducah WPAZ	Topeka WIBW
Champaign WWS	Hopkinsville WHOP	Parkersburg WPAR	Tucson KTUC
Charleston, S. C. WSCS	Houston KTRH	Peoria WMBD	Tulsa KTUL
Charleston, W. Va. WCHS	Indianapolis WFBM	Philadelphia WCAU	Uniontown WMBS
Charlotte WBT	Ithaca WHCU	Phoenix KOY	Utica WIBX
Chattanooga WDOD	Jacksonville WMBR	Pittsburgh WJAS	Washington WTOP
Chicago WBBM	Jamestown KSJB	Portland, Me. WGAN	Waterbury WBRV
Cincinnati WKCY	Kalamazoo WKZO	Portland, Ore. KOIN	Watertown WWSN
Cleveland WCAR	Grand Rapids WKZO	Providence WPRO	Wausau WSAU
Colorado Springs KVOR	Kansas City KMBC	Quincy WTAD	West Palm Beach WJNO
Columbus, Ga. WRBL	Keene WKNE	Richmond WRVA	Wheeling WKWK
Columbus, Ohio WBNS	Knoxville WNOX	Roanoke WDRJ	Wichita KFH
Cookeville WHUB	Kokomo WKMO	Rochester WHEC	Wichita Falls KWFT
Corpus Christi KEYS	Lawrence WLAW	Sacramento KRKY	Worcester WTAC
Dallas KRLD		St. Augustine WFOY	Youngstown WKBN
Danville WDAV			

This is CBS . . .
the Columbia Broadcasting System



Scripter Climbs On Real Pulpit

DETROIT, Sept. 16.—After all the recent discussion of religion on the air in *The Billboards* and elsewhere, WJR has turned the tables neatly by having a script writer turn preacher. John E. Boocky, 18-year-old writer at the station, has just completed a string of six Sunday morning sermons delivered at the 9:30 a.m. service at St. Paul's Protestant Episcopal Cathedral here, and it proved so satisfactory that the dean has asked him to do another series.

This is said to be the first time in the history of the Episcopal Church that a layman has participated in services in this manner.

Boocky, despite his youth, has already rung up a string of records, including a post-war scholarship at the London School of Journalism won in a literary contest, a six-year college scholarship awarded by St. Paul Cathedral, where he has been a leader of youth work, and a citation by the Veterans of Foreign Wars for an essay on democracy.

1619 Broadway
New York 19

TUNE-DEX

ONE FOR THE BOOKS

For Sale by the Book

SWEEEPING THE NATION

FOX-MAYA MUSIC CO.
54 W. RANDOLPH ST. - CHICAGO 1, ILL.

WANTED
Writers, Writer-Productors

Immediate openings for experienced writers and writer-producers. State complete credit status and salary expectations.

BOX D-287, The Billboard, Cincinnati 1, O.

Rep Anonymous Takes a Rap At Time-Buyer Fanny-Sitters

Editor The Billboard:

I've followed your chuckles, your articles on *Reps* and *Reps* from *Reps*. Both were damn good and both, in a way, were damn lousy.

I happened to have owned a small daily in this small town for 15 years and, having sold the rag, now own a 250-watt in the same town, which, alas, doesn't need postal zoning. In other words, I feel as tho I know whereof I speak, that is, via old man experience and the loss of a lot of dough, which you will agree is the hard way. But I sway the pen not in defense of the rep, not the agencies, but "again" the time or time buyer—the cause of and the font of all evil to say nothing of disturbing a healthy rep's sleep.

To my way of thinking, the medium—radio or paper—is in the middle. The reps and the agencies are at the tither ends pushing. The rep to me is a necessary evil. He does, eventually (with reservations), try to get over his medium's stuff but, because he doesn't know the agency's audience's fifth cousin's third wife, he is out of luck irrespective of his medium's market or the client to

specie. Sure he covers the entire field after (he reads *Porch* and *Stream*). Remarkable how he does it. Whether the glass top on the desk is a flattened crystal ball, I can't say, but he knows the answers, nevertheless. He covers the entire U. S. A. . . . he and his little slide rule.

My newspaper was a success (*How?* will be the wisecrack). The 250-watt is, too. We sold our soap boys (who, by the way, in case the time buyer doesn't know, are more or less making a living selling his clients products). Well, if we yokebait can sell bananas for the local boys and make them a bankroll it might be that we can sell peanuts for the national. Which brings me to this—a bit harsh maybe, but from where I sit, the space and time buyer mostly, is dishonest as he is not giving his client a break, possibly because of ignorance or maybe ego, with the result that the rep, the necessary evil, gets it both ways while the client sits back, pours in the dough and takes a trimmings.

I am anonymous, too, but not that alcoholic gang. Too expensive.

Time Buyers Being Tabbed

The Billboard ("Gripe and Bouquet" survey went into the mail this week to every station rep in the business. This survey is an attempt to put the time buyer on the same spot that the story, *Station Rep Scratch Sheet*, put the men who sell time for the percolators. Watch for the *Time Buyer's Scratch Sheet* which will be a feature of a forthcoming issue.

whom he is trying to show the light. Hence, he becomes discouraged and starts saving himself a bit of shoe leather and uses the phone or goes to the ball game. The louse (not the opinion of *The Billboard*) in the woodpile, the cause of the abuses basically is the space or time buyer. The great heave-ho with the slide rule. Ha, during these critical days with a lot of meers, sits on his fanny and says: "Start crawling, Bud." What a beating the client takes because of his (the time buyer's) exalted ego. He knows all the answers about the market, irre-

Jackson To Resign As Coast OWI Head

HOLLYWOOD, Sept. 16.—Cornwall Jackson, who has headed the OWI radio office here the past two years, will tender his resignation some time within the next month.

Jackson said that he had a personal arrangement with George Ludlum, head of the bureau, to stay on the job until the Sixth War Loan Drive. Jackson feels that he will have completed his job at that time.

However, he stated that his resignation would hinge on whether or not Ludlum felt he could get along without his services. Before joining the OWI, Jackson was story head for Berg Allenberg Agency. He will go with another agency.

Pearce for Tums -- Or Pearce for G. E.?

NEW YORK, Sept. 16.—Al Pearce is being lined up for a new show that will either put him in the ABC line under the sponsorship of Tums, or a five-times-a-weeker over the Blue for General Electric.

Trade says that the Tums deal has the greatest opportunities, altho the cross-the-board which the agency, Young & Rubicam has in mind for either 15 or 30 minutes, would mean more dough to start out.

However, Pearce's reps think he'd have a better chance to build himself if he went to NBC.

WJLB Going After Hep-Cat Business

DETROIT, Sept. 16.—WJLB is making what is believed to be the first sustained effort by a station in this territory to build a listening habit among the so-called hep-cats. Hitting the teen-agers after school, a show, *Strictly Live*, is being aired Mondays thru Fridays at 8:15 p.m.

Program is handled by Bill Randle, known locally as an expert in the hot jazz field, who interlards a program of all hot jazz selections with keen comment. Interviews with famous jazzmen are also used on the show, and, to top off listener-building interest, a quiz on the subject is staged three days a week. Awards are right in the listener's alley, too—albums of jazz, plus copies of *Jazzmen*, *The Jazz Record Book*, *The Real Jazz and Jazz*.

Program is scheduled at an hour when it can hit the teen-age group with maximum ease, when they probably have maximum proprietary rights in the radio, after the housewife's show earlier in the day, and before the rest of the thirty gets home from work.

Program started off as a half-hour feature and proved so strong in responsiveness that it recently went to 45 minutes, and is tentatively slated to go to a full hour September 18.

top programs

make the big difference among New York independents!

norman jay

His pertinent open letters to world personalities bring an illuminating new slant to the news. Opinions widely quoted. "Very Truly Yours", 9:15 - 9:30 p.m. Monday-Wednesday-Friday.

the grange hall

Stars Ed Durlacher & Company in an hour of lively Stars Ed Durlacher, infectious, entertaining, good listening, square dance, infectious, entertaining, good listening. Matches network barn dances in music, pacing, production. 9:30 - 10:30 p.m. Saturday.

dean martin

Newest singing sensation en route to swondom! "Tarent to Sinatra" . . . "biggest new star of 1944" . . . "gals swoon, guys cheer" . . . rave New York critics! 7:45 - 8 p.m. Monday-Friday.

t.l.i.b.

"They Live in Brooklyn"—highly lauded comic-dramatic series on the trials and triumphs of two lovable Brooklyn families. Sure bet for network. Leon Janney heads all star cast. 9:30 - 10 p.m. Monday.

Yes, they're now available on

wmca NEW YORK

AMERICA'S LEADING INDEPENDENT STATION

* MOSS PHOTO REPRODUCTIONS

MADE FROM YOUR PHOTOS OR NEGATIVES

SAVE THE WAY TO SUCCESS

Get Moss faithful reproductions, any size or quantity, to use on your promotion or publicity—*as low as \$5 each for glossy 8x10's*. Write for pamphlet, *How To Sell Yourself*; treat samples, price list.

MOSS PHOTO SERVICE

155 WEST 46th ST., N. Y. 19
BRANT 9-8482-3

5x10
\$1.00
100x1.50
POSTCARDS 2x

TALK ABOUT REMOTE AIR TIME

Why remote air time for bands gets more and more remote as plug possibility is only one of the things that will be covered in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). But there's nothing remote about the *NY MYB*. It's coming soon . . . and everyone in music will be talking about it.

Mail-Order Houses To Use Film for Video Ads, Says Ad Mgr. Who Tested Fresh

Catalogs Never Replaced by Air Pix

CHICAGO, Sept. 16.—Possibility that future television shows for mail-order houses through the country will consist primarily of films was indicated here this week by George Cullinan, advertising manager of the Chicago Mail-Order House, which on August 16 completed a three-week video series on WABD, DuMont station in New York. After taking into consideration the cost of his series on WABD, whether it would pay him to advertise at such rates in the future, and just how much he could fit into his general advertising campaign, Cullinan came up with some theories which gave an indication of what position the video trade can expect the mail-order house to maintain in the future.

20C Too Much

The Chicago Mail House series on WABD cost \$20,000, and that, Cullinan says, is too high for one market in his type of business. On WABD he had fashion shows, and something as simple as this ran into that much money for each half-hour show. If the same thing was done on a television net in the future, Cullinan said, the cost of a series of six shows would be \$12,000.

Cullinan plans to use films for his video work in the future. He will, for example, make a movie of a fashion show and distribute it to television stations throughout the country. This way, he insisted, a series of tele show advertising his products—dresses, household appliances, etc.—will not cost too much.

Tel Not To Replace Catalog

Discussing the rumor in the trade that some day tele might replace the mail-order catalog, Cullinan said "No, the medium never would do it. He said that in the future he would use special video shows, to call attention to new releases of mail-order catalog, but that video would never do more than supplement the catalog.

Cullinan said, too, that until television can be brought into the home with color, better definition and projected on a large screen it would not be an effective advertising medium for the retail trade. He said that the medium in its present form did not do his products justice. In fact, he said, the WABD series gained his company, officially known as Aldens Chicago Mail-Order Company, little but publicity. He indicated that even if the audience had been larger, considering present-day technical limitations, a real sales job, commensurate with costs, could not have been done.

In the main, however, when he was talking of the high, prohibitive costs of video, Cullinan was talking about such things as fashion shows and dramas. He admitted the possibility that he might some day use a commentator, for example, with a few video commercials just to try to sell his merchandise. But he insisted the real sales job competing with newspaper, radio and magazines would not be done until the medium had become more perfect technically.

Pix Begged as Tele Originals May Be Just as Good as Features and Soundies

One Pix Made Back in 1941 by Indie Producer

NEW YORK, Sept. 16.—Jack Goldberg, prxy of an outfit called Hollywood Pictures Corporation and purveyor of three-minute musical films, is currently peddling 20 shorts and a two-reeler, called *Boogie-Woogie Dream*, to New York tele orgs. The pix, claimed to be made especially for video, feature talent like Lena Horne, Leo Holsman, Teddy Wilson and Del Casino.

The films were made, Goldberg says, up at the Soundies studio in the Bronx, also known as the Edison Studios. He claims that the pix were produced four months ago, two of the shorts were sold to GE April 25, which shaves the time element rather than the trade says. Goldberg has been known for many years as a producer of Negro films and quickies made on a limited budget. It is said in the trade that the background combined with Goldberg's statement that the

films he has on hand are "also available for sale to the 'features' or 'Soundies' plus the fact that one of the pictures he is trying to sell to CBS 'has to wait' until Milton Berle is out," may mean he has soundies reconditioned and blown up to 35mm.

Goldberg, whose office is in Room 408, 1650 Broadway, houses, in addition to Hollywood Pictures, the Seaboard Export & Import Company, Inc., Television Motion Pictures, Inc., Are Actors People, Inc., Herbert Trading Company, Inc. and Tri-Min Films, Inc. says that NBC has offered him bookings even to the statement from another member of the distribution and rights of him that he v-p., had given him \$500 for options on the films. Goldberg admits that he never saw John Rohn, but that he had spoken "to a woman."

Sold Three To GE

Thus far there has been rental of only three of the pix. Two three-minute-tries to GE April 25 and the two-reeler, *Boogie-Woogie Dream*, to GE May 12 for \$50. He has tried DuMont with no success, and is working on CBS at this time. Goldberg figured in the news several months ago when he became involved in a dispute with the War Department. He claimed at that time that the War Department's production infringed on his distribution and rights of him that he had made thru one of his numerous subsidiaries, The Negro Marches On, Inc. He has called *Boogie-Woogie Dream* a *Long, Long Way*. The matter was never settled.

His *Boogie-Woogie Dream*, starring Lena Horne, was originally produced in 1941 by the indie outfit, Goldwyn. It is alleged, bought up the rights and cut the film into three sections, peddling one of them as his production.

Reviewed Friday (15) 8-10:30 p.m.
Style—Variety. Sustaining on WCBW, New York.

Arthur Godfrey, splendid morning radio show emceed wound up a solid week of radio campaigning for the Red Cross blood bank with a performance, Friday night, that tops anything this department has ever seen on a video screen. For showmanship, outstanding presence and sheer guts, he's top. Godfrey put on a good interview with Dr. Boyington, a Red Cross officer, led two wounded sailors thru a fine description of how they sustained their wounds and how blood plasma helped them, actually had a pint of his own blood drained while doing a superb running commentary and ended it all up by stepping into the rapidly fading piece-of-resistance of the evening, CBS Test-typers are helping to pull it into the semibalance of a show. To Godfrey then a long, low bow.

The Tele-Tintypes program was put on as a special with the CBS fall promotion. Original intent was to have Al Hersfield, whose sketches are considered the highlight of the promotion, do quick sketches of studio stars, but he had production pushed the idea into a subsidiary role. For the first time since the war's return to the air, there was a real star, a real dramatist, Jeri Sullivan, Johnny Morgan, Godfrey and artist James Montgomery Flagg were all on hand. The show was a rehearsal of the biggest the net has handled and—it was a production flop. When a big show is being put on, when names are featured, there must be a rehearsal. You can't go into a thing like that cold. There should be a script, rather than dependence on ad lib, and the actors should have a little idea of the idea of what they are expected to do.

The only thing that saved them from complete disgrace was the fact that the individual who forced the performers were able to handle their specialities and—they had Godfrey. But even this defeated the purpose of the show. It became an interesting variety program, not a promotion tie-up. Camera shots of the drawings that Hermsfield and Flagg did during the show seemed poorly, possibly because the cameras were forced to leap about with no specific plan in mind. A long jump from a performer or a sketch, is bound to result in a washout.

From any point of view, Tony Miner's directing job suffered from a crime greater than ineptness. It was obviously overdone. Frances Brown turned in a good an emcee chore as was possible under conditions where she had to ask, on several occasions, whether the performer wanted to sit or stand, and where he wanted to be. She carried on fairly well, but a girl can't be expected to do what John Hertz, a top-notch emcee performer what props he'll need and how he wants to do his act.

Miss Bus, Miner and Olibert Schlee, who were in the show, should all thank their lucky stars that Arthur Godfrey is a crack ad-lib comic, that Jeri Sullivan sings and looks well and that John Montgomery Flagg projects a voice and a personality.

The Red Cross show, aside from the splendid work of Iron Man Godfrey, was a bit of a personal triumph for Director George Horowitz, who has been working with mathematical precision and has the good taste to put on a blood-telling without offending the sensibilities. He has graded his shots and a film sequence very well and handled dissolve, for nearly the first time in tele history, successfully. He has been very successful, he called for them when he changed a set or when he was moving from film to pix. That is adaptation of technique to the medium.

At home needs two things: A good emcee and a producer who has a touch for informality.

Allen Jackson, who is shunning for newsworthy by CBS while the first-stringer is covering the Quebec Conference, writes a lively script and has a real personality, but he lacks Holier's grace and authority. Perhaps it is when he becomes acquainted with his medium.

REVIEWS

CBS

DuMont

Reviewed Wednesday (13) 8:15-10 p.m.
Style—Variety. Sustaining on WABD, New York.

Bud Gamble is one of the most ingenious tele producers around the town, and he gave a fine demonstration of his talents Wednesday when, under the aegis of the Alexander Carpet Company, he put on *The Magic Carpet*, one of the best examples of film and live integration that we have seen in a long time. General format had two young folks, male and female, of course, do a vis-avis across the living room floor, with the guy telling the gal that he's going to take her on a trip. Scene then dissolves into a flying carpet effect, and from there into a travelog film. At pie's end, camera returns to the living room.

Flying-carpet effect was produced in the usual expensive way, with a model stuck in front of a traveler drop that has clouds painted on it. Further flying effect was produced thru fluttering the camera. The travelog film itself was nothing spectacular, but it entertained at the same time that it was getting a commercial across. Gamble would probably do well in the stage of the game, to put less emphasis on his undoubtedly successful special effects and pay more attention to the quality of the material. It could have had more time spent on it. Production, to be sure, is not a flying carpet, but it must be hooked up with a good script.

Lover Bros: Time, which has been pretty good in past weeks, was a severe disappointment. Talent line-up, in addition to the two regulars, Pat Murray and Roberta Hollywood, had comic Peter Donald and several other comedians and dancers. What came out of the line-up was nothing short of criminal.

Attempt was made to emulate the informal, conversational style of the best used on other tele shows, but it didn't come off. The result was an abortive, uncomfortable, distinctly anything show that was forced. Peter Donald is undoubtedly a good story teller, but he didn't go over, primarily because a comic isn't in video gear.

(See DuMont on opposite page)

Balaban & Katz

Reviewed Thursday (14). Style—News and variety. Sustaining on WKB (Chicago).

It seems to be a sad commentary for the future of television here that in 1944, years after this art first had regularly scheduled shows, the best that can be offered during the week-end hours of one night is a news commentator, dance team and pianist. That was the fare at WKBK tonight during a 45-minute show. Let's face it, the best with the impression that the station was doing little to lay the groundwork upon which the art could grow to a lush and healthy growth.

We must admit, however (not in an attempt to hedge but merely in the interest of fairness), that some of the facets of tonight's program were just about as good as it could be expected to be in the form in which it was presented. But with the exception of commentator Ann Hunter, who was up to her perennial style of excellence, there was nothing presented tonight which would have any great effect on the future from turning on his radio, or even make anyone want to buy a television set. In its treatment of talent and in its selection of material, it stands out not according to 1944 standards and certainly not what will have to be done in the future to make television pay for the medium on a paying basis.

Ann Hunter did off with her news commentary. Ann's style of delivery (as we have said many times) is of the ready-to-read kind, and her appearance is telegraphic. So, if the camera is merely used on her and kept there for a minute or two, television show, by any year's standards, will result.

Next were Ernie Di Gennaro and Jack Taylor. Di Gennaro, who is of the ready-to-read kind at Chicago's Blackstone Television. After the boys were interviewed by Fran Harris they got up, walked in front of a screen, had a few lines, were followed them, and went into a few dances.

(See B & K on opposite page)

For Free

HARRISBURG, Pa., Sept. 16.—WHP, local CBS outlet, says its September 13 sign-off and September 14 sign-on available to all stations in case they need to recognize the date, it's the anniversary of writing of *The Star-Spangled Banner*.

Note with copy pointed out the announcements were very effective in Harrisburg last year and were being repeated, and WHP was making them available free of charge. WHP has exceptional local following due to just such extra bits of public service.

G. I.'S FAVE WHITE

They're Still Kids at Heart

Crosby's disks lead parade, with Louis Jordan sleeper in first annual survey

NEW YORK, Sept. 16.—Just as the band, vocalists and singing groups division of *The Billboard's* First Annual Poll of G. I.'s Music Preferences (*The Billboard*, September 16 issue) showed that the fighting men's performer tastes aren't too different from the high-school kids polled by *The Billboard* early this summer, so the record division of the G. I. survey indicates that the disk tastes of the two groups don't differ too radically. The accompanying chart, awarded in the order of their popularity the favorite records of the G. I.'s, the media via which they hear their records, the channels through which they secure 'em, and (in the Music Machines Section, this issue) their ability to identify record labels tells an interesting and often amusing music and disk trade tale.

On the fave record selections the soldiers, sailors, marines, coast guards, et al., prove they are kids at heart. They named their No. 1 singer, Bing Crosby. Bing not only grabs off the first and second slots in the fave record listings, but hits the first 13 (after No. 10, votes per record fell off badly, so only 4 are listed, with three other wags). That makes a total of 5 out of 13 for the groener-man and accounts for more than half the Decca disks, the label which made 9 out of the 13 top positions.

Jordan the Sleeper

Louis Jordan pulls the surprise vote of the season with two sides in the top 10, the only artist to add from Bing to get more than one record in the fave list. The tympany king king hite with both G. I. Jive and Is You Is or Is You Ain't, My Be?

That the tune is important on disks, as well as the artist, is indicated by G. I. Jive's No. 4 slot in the Johnny Mercer Capitol rendition, as well as by the double mention for I'll Be Seeing You, which Bing brought home in the No. 1 spot, and Tommy Dorsey's I'm a Fool for You, which on Victor pushed up to the No. 6 position.

Handicap, which the Petrillo has put on top artists as well as on Victor and Columbia, is strongly highlighted by the fave disk voting. Harry James, for example, who was voted the No. 1 band leader by the servicemen, is on the list, but only in No. 7 position, with the Columbia re-issue of I'll Get By. Dinah Shore, voted the sweetest of service sweethearts, couldn't get into the fave disk list at all, despite the fact that Victor has attempted to keep her in record circulation by turning out a number of a capella waxings. Tommy Dorsey, No. 2 of the band fave, gets only one (G.I.'s Select their Favorite on page 72)

G. I. Fave Tunes

Next week, in the Songs Division of *The Billboard's* first annual survey of G. I.'s music preferences, the G. I. reveal their favorite tunes, whether they like war songs, ballads, rhythm and blues, novelty numbers. They tell of their sheet music buying habits, and many other interesting features of the music picture in the nation's army camps, naval bases, and other armed forces' encampments.

The Billboard's 1st Annual Survey Of All Service Music Preferences

RECORD DIVISION

FAVORITE RECORDS

TUNE	ARTIST	LABEL
1. I'll Be Seeing You	Bing Crosby	Decca
2. Swinging on a Star	Bing Crosby	Decca
3. Is You Is or Is You Ain't	Louis Jordan	Decca
4. G. I. Jive	Johnny Mercer	Capitol
5. Holiday for Strings	David Rose	Victor
6. I'll Be Seeing You	Tommy Dorsey	Victor
	(Sinfonia vocal)	
7. I'll Get By	Harry James	Columbia
8. Long Ago and Far Away	Bing Crosby	Decca
9. Going My Way	Bing Crosby	Decca
10. G. I. Jive	Louis Jordan	Decca
11. Straighten Up and Fly Right	Andrew Sisters	Decca
12. Amor	Bing Crosby	Decca
13. Paper Doll	Millie Brothers	Decca

HOW THEY HEAR RECORDS

1. Juke boxes
2. Disk jockey record programs
3. Home-type phonos
4. Camp amplifiers

HOW CAMPS OR BASES SECURE RECORDS

(Listed in order in which camps get them)

1. Purchased by the camp or base
2. Supplied by Special Services Division
3. Donated by men in the army
4. Donated by civilians

19 camps or bases reported they have difficulties in securing the latest records. These 19 are listed in the Music Machines section of this issue. Retailers, juke box operators, record manufacturers, distributors, and others in the music industry are invited to send record supplies to these camps and bases. All the rest of the camps and bases who answered this question in the survey indicated they were securing latest records without too much difficulty.

IDENTIFICATION RATINGS OF RECORD LABELS

Story and complete list of labels identified by the G. I.'s (including marines, navy men and seaboys) appears in the Music Machines Section of this issue.

No Place for Investor in Band Ownership; This Time AFM Is Making It Stick

Ruling Is Old But Enforcement Is New

NEW YORK, Sept. 16.—Current AFM investigations into terms of contracts between record leaders and managers is not aimed at eliminating personal representatives from the band biz, as some in the trade seem to have feared, but is solely an effort on the part of AFM officials to prevent band-rollers owning pieces of orks.

There is no place in the popular hand field for the pvestor, international of ficale say. Money advanced to a leader to carry his band thru a bad period or to finance starting a new crew cannot be classed as an investment, and payments, beyond nominal interest, must be repayment of the loan, not dividends because of an investment.

Invoke Old Rulings

The musicians' union opposition to the sale of parts of an orchestra is not new. The rulings have been in effect for many years, and while enforcement may have lagged, union heads are determined to enforce regulations. Orchestra leaders have been called upon to send AFM headquarters copies of all contracts with personal managers, bookers, agents and others where returns are figured in percentages. Lawyers, accountants, business managers and tax-experts' contracts are to be reported. Some orchestra managers have been licensed by the AFM, but in most cases not only are they not licensed but contracts have never been submitted to the union.

Enforcement of this ban against percentage deals may prevent growth of new orks in post-war era, as investors will hesitate at putting money into so precarious a venture as a new band when the old ones are limited to legal rate of interest.

Corporate ownership of an ork is also barred under present AFM rules. Many leaders have personal corporations, Duke Ellington's, for example, being more than 10 years old. Originally part of stock was held by the ork, but today Duke owns himself, but in line with AFM ban on incorporated band operations, all contracts calling for appearance of Duke and his ork are to be signed by the leader as individual. AFM enforcement of this ruling, however, does not stop many managers from operating at corporations as far as income tax and accounting problems are concerned. Many of the leading pop orks today are incorporated, with many leaders also appearing in music publishing houses or other ventures where corporate ownership is best business procedure.

5 Per Cent The Limit

Contracts with personal managers will be carefully scrutinized by AFM, which is determined to restrict them to 5 per cent of gross collected by ork, exclusive of payments for expenses. Ruling about commissions to bookers and managers for money paid by locations for transportation is to be strictly enforced.

PMM To Join Contact Union

Combine of two orgs set for next week—30G relief fund by PMM administered

NEW YORK, Sept. 16.—The Professional Music Men of the Contractors Union will hold a joint open meeting Friday (22) when final details of the merger of the two groups will be settled. Amalgamation of the benevolent association and the local will bring the 200-odd PMM members into the 1,500-strong AFL plumbers' outfit and may result in some policy changes by the union. Brill Building expects to crackdown on the payola situation once the blessed event takes place.

The professional men now run an annual affair that adds between \$25,000 and \$30,000 yearly, which they dispense in sick and death benefits. Right now the org has some \$30,000 on hand which would go into the union till be handled by the PMM relief committee that now takes care of the funds, made up of Rocco Vocco, Hank Gumble, Benny Gilbert and Max Stark.

Under the amalgamation agreement, the union would supervise and control the yearly affair and it is understood that they have ideas to increase the take so that additional benefits may be given to members. It is planned to institute a relief fund, something the union has not previously had, and also set up a 17-week fund for sick and convalescing plumbers with a \$1,000 insurance policy.

It is the opinion of most of the members of both groups that the union will go to the union on the Friday meeting and that both orgs will be able to function smoother with mutual betterment.

Claude Hopkins Ork Now in Rehearsal

NEW YORK, Sept. 16.—Claude Hopkins is rehearsing a 15-piece ork for the Zanzibar for eight weeks starting early in October.

Leader, who gave up his hand two years ago, has been doing arrangements for a number of top-flight bands. Hopkins has several of his original sidemen back.

GAC Books Reynolds Into Newport News, Va.

NEW YORK, Sept. 16.—Tommy Reynolds leaves Frederick Bros. September 17 for Newport News, Va., where General Amusement Corporation has booked the ork into Club Casino, Newport News, Va. September 18, followed by Henry Jerome, who has two weeks at the spot. Jerome is set for a two to three-week one-nighter tour in the South.

Long to Theaters in Nov.

NEW YORK, Sept. 16.—Immediately following Johnny Long's exit from the Terrace Room of Hotel New Yorker November 1, the ork will appear at a theater. First dates is the RKO-Boston, followed by the Marle, Philadelphia. Long has signed Tommy Morgan, former G.I. vocalists and singer with the Modernaires, as his male singer. The band is penciled in for a return engagement at Hotel New Yorker in June, 1945.

Practically eliminated in recent years, reports now indicate that spots where long jumps are called for are offering two checks to orks, one for the job, other for expenses. Doubtless why some agents payments are not commisionable.

No mad rush to file contracts with AFM has been shown by orks, but believed more so than before. Petrillo will give the double-O to every contract signed by maestros, extending even to press agents. Doubtless why some music written by leaders, and all loans or advances of cash.

RECORDS, DISKS, JOCKEYS

Flack Toe-Chnique

NEW YORK, Sept. 16.—Press agent here has developed a new, sure-fire technique for getting a plug for his band leader client in an important column. Columnist's wife in seventh month of pregnancy, and fiancé, who'd been trying desperately to make column for months, writes Mrs. Columnist the following note: "... Unless I get a plug for so-and-so in your husband's column, I will cut off my big toe and send it to you in the mail." Plug appeared in column day after day was received.

MacGregor To Wax Only for Capitol Disks

Library Service Continues

HOLLYWOOD, Sept. 16.—Deal has been set by G. P. MacGregor for exclusive recording contract with Capitol Records, Contract gives Capitol the exclusive services of the MacGregor studio for commercial diskings, guaranteeing \$1,000 per week in fees. New set-up calls for MacGregor to do the work after which masters will be turned over to Capitol for pressing at Scranton, Pa., plant. Terms of contract call for exclusive services of Benny Jordan, recognized as one of the top mixers and sound engineers in his line.

While MacGregor has been handling Capitol recording sessions for some time, new deal prohibits him from doing work for any other firm. His regular transcription recording service for radio stations and advertisers will be continued by MacGregor.

Disk Ban Still Hot Potato; Vinson Stalls

WASHINGTON, Sept. 16.—The Pettilio bill, still one of the hottest potatoes which the War Labor Board has handled, is no nearer definite action on the part of Stabilization Director Vinson's office, to which it was handed by the board, than it was two weeks ago. Vinson's office yesterday stated that, "It is still a matter of weeks before the Pettilio ruling will come down."

However, while there has been no action on the part of the board, there has been plenty of behind-the-scenes string-pulling, with two meetings being held the past week between reps of Victor and Columbia on one hand and the AFM on the other. The contract which RCA and Columbia are willing to sign is still the one-sided riding agreement in the pockets of Prexy Pettilio. Actually, it has passed out of Pettilio's hands and has been seen and discussed both with AFM brass hats and at least one key CIO exec. Even the national unions would like the AFM matter out of the way before election without any more fuss. "You'll see they want it out of the way with increased labor pressure for PDR as well as Pettilio, and that's a tough order."

GAC To Open S. F. Office

HOLLYWOOD, Sept. 16.—General Amusement Corporation plans a branch office in San Francisco. Ralph Woodson, agency head in Hollywood, is now in Los Angeles talking the deal over with Don Sears, who will handle GAC bookings in the Bay area.

802 Election Fight Starts

Packed meeting defeats resolution to let service-men vote—quorum fades

NEW YORK, Sept. 16.—The opening shot of what is expected to be one of the hottest political battles in the history of Local 802, AFM, was fired Monday (11) when the org's annual by-law meeting was packed by an opposition group, in what the administration of the musicians' union termed "A disgraceful display of pre-election politics," a resolution to permit service men and women musicians to vote in the forthcoming election, December 7, was defeated.

Proposal had been made by the administration and it had anticipated no objection on the part of any member to the resolution permitting service people to vote. William Feinberg, secretary of the local, in a statement to *The Billboard*, said that "The administration is ashamed of the notion of those present at the membership meeting in voting down a proposal of this kind. It is assumed that any opposition group would stoop so low as to make a pitiful political football of a G.I. proposition." Feinberg pointed out that the administration's soldier-vote resolution was in line with the local's long established policy, which is reflected in its endorse (see 802 FIGHT STARTS on page 33)

No Ticket, But Outs Opposition to 802 Administration Set

NEW YORK, Sept. 16.—Opposition to the present officialdom of Local 802, AFM, is rallying its forces for the coming battle that culminates in the election of officers of the org December 7. From all indications the group's only activity to date was the packing of the local's annual by-law meeting at Palm Garden Monday (11), at which time the administration's resolution relative to soldier vote for musicians in service was roundly defeated.

It is now known, however, that several informal gatherings have taken place. Carnegie Tavern has been the scene of a half dozen "kafes" matched, the Unity Club is being debated and aired, and meetings are said to have taken place in the studio of Vito Vitale and the homes of some other musicians. Calman Fields, Hymie Grossman, Al Manuti, Sam Tabak and Vito Vitale are reported to be the nucleus of the opposition party.

To date the group has not decided on a name or color. As one time the outs called themselves the Yellow Ticket in opposing the Blue Ticket administration. Last year and the previous year it was the Unity Ticket.

Neither has candidate been chosen to oppose the Blue Ticket. Al Pearl, prexy choice of Unity four years ago, is understood to be in the crowd, but altogether, and David Guskoff, who opposed Jack Rosenberg for top position in the election two years ago, is not expected to be slated.

Enoch Light to Billmore

NEW YORK, Sept. 16.—Enoch Light gets first New York location spot in long time, going into Hotel Billmore with ice show on the bill. The famous Newsum Room has been open all summer with Zilio's ork, but Light goes in when ice shows resume. Light has been doing one nighters and ballrooms for past year, and put in a stretch at La Cigola, New York ritzy, for a while last year. Billmore's Bowmore Room has had Ray Heatherton for past couple of years, but he's now in the service. Prior to that Horace Heidt played spot at it, and other name bands, including Orrin Tucker, also in service.

Fiji Jump

PHILADELPHIA, Sept. 16.—Gene Krupa never got a bigger response than Frankie Sinatra's lusher swoon than marine drummer, George J. Emme, whose drum breaks on the Harry James arrangements of "Two O'Clock Jump" sent 2,000 Fiji Islanders into a spontaneous jungle dance.

Private First-Class Emme was playing with his battalion band at a concert for the Fijians, who were used as scouts in the Solomons fighting. Said he: "It's amazing how these primitive people picked up the rhythm at the drum break."

The son of old vaudeville show-bill, Ralph and Violet Emme, Private First-Class Emme has spent 20 months in the Pacific and, besides the Fijian appearance, played at over 100 concerts for American servicemen.

Freddy Martin Gets Month's Deferment

HOLLYWOOD, Sept. 16.—Freddy Martin was handed an extension of 30 days by his draft board and the ork leader is taking his band on a tour of one-nighters pending final disposition of his case.

Due to the fact that he was called for draft September 4, management of Coconut Grove, Los Angeles, substituted Harry Owens' ork for Martin. Ork will continue to play Jack Carson radio show, even if Martin does a uniform October 4, as presently scheduled, as unit began the series of 13 broadcasts, first airing week before Labor Day.

New Pubs Are Being Helped

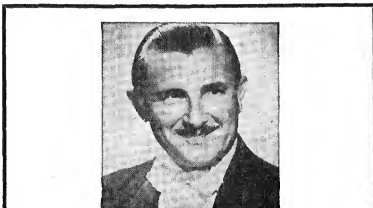
Still more copyrights aim of radio's licensing org—plugs a side possibility

NEW YORK, Sept. 16.—Having added to its catalog by tie-ups with band leaders, publishers and radio musical conductors, as well as indie diskers, BMI is now going out with a suggested publishing business deal for any disk jockey with a proven following. Field mem for BMI point to the fact that Dick Gilbert (WHRN) and Martin Block (WNEW) have BMI publishing firms, and indicate that what Gilbert and Block can do, so can other panache-turners.

Deal isn't as plushy as that offered to band leaders and indie diskings firms and the guarantee varies all the way from \$25 a month to \$100. Suggested contract calls for a minimum number of plays over the disk jockey's programs (of his own tunes, of course). In some cases where the disk jockey balks because "he's not a songwriter and doesn't know a thing about the biz," BMI field men have suggested that there must be plenty of songwriters among the fans of the disk spinner and that a contest or two will bring forth enough songs to set him up in business.

Results Still Moot

Result hasn't been too satisfactory, so far, except that the jockeys approached (see BMI SMILES ON DISK on page 13)



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GENNETT RECORD No. 7121 { Boogie Woogie Ball
Lenox Avenue Jump

GENNETT RECORD No. 7115 { I'm the One
I Made a Great Mistake

GENNETT RECORD No. 7116 { Don't Fool With Me
There's a Light on the Hill

GENNETT RECORD No. 7117 { Mama, Put Your
Britches On Tuscaloosa

HOT VOCAL RECORDS BY SAVANNAH CHURCHILL and Her All-Star Seven

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GENNETT RECORD No. 7106 { Tell Me Your Blues
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RACE RECORDS BY GABRIEL BROWN and His Guitar

GENNETT RECORD No. 5003 { I Get Evil When My
Love Comes Down
You Ain't No Good

GENNETT RECORD No. 5004 { Black Jack Blues
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RICHMOND, IND.

PART 1—The Billboard Music Popularity Chart

Week Ending
Sept. 14, 1944

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAB, WABC and WOR) for the past week. Positions in the list are no indication of a song's "most played" status, since all songs are listed alphabetically.

Compilation is based upon data supplied by Acoustic Reporting Service, with plugs per time omitted by The Billboard. (M) Song in hit musical. (F) Song in film musical.

TITLE	PUBLISHER
A Kiss to Remember	Lincoln
Amor (F)	Melody Lane
An Hour Never Passes	Shapiro-Bernstein
And Then You Kissed Me	Miller
Begin the Beguine	Harms
Blue Skies	Berlin
Come Out, Wherever You Are (F)	T. B. Harms
Dance With a Dolly	Shapiro-Bernstein
Day After Forever (F)	Burke-Van Heusen
Every Day of My Life	Paramount
How Many Hearts Have You Broken?	Advanced
I Don't Want To Love You	Chelise
I Dream of You	Embassy
I'll Be Seeing You	Williamson
I'll Walk Alone (F)	Morris
I'm Making Believe	Bregmen-Vocco-Con
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
Kentucky	BMI
Let Me Love You Tonight	Robbins
Let's Sing a Song About Susie	Horns, Inc.
Magic Is the Moonlight (F)	Southern
On My Way Out	World
Pretty Kitty Blue Eyes	Santly-Joy
Saltwater Cowboy	Jefferson
Some Peaceful Evening	Campbell-Porgie
Streighten Up and Fly Right	Am. Academy
Sweet and Lovely (F)	Faist
Swinging on a Star (F)	Burke-Van Heusen
Ten Days With Baby	Triangle
The Very Thought of You	Witmark
Time Waits for No One (F)	Remick
Together	Crawford
Up, Up, Up	Broadway
What a Difference a Day Made	Marks

Lucky Strike HIT PARADE

CBS, Saturday, September 16, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I'll Walk Alone (F)	Morris
2. Swinging on a Star (F)	Burke-Van Heusen
3. Time Waits for No One (F)	Remick
4. Is You Is or Is You Ain't? (F)	Leeds
5. Amor (F)	Melody Lane
6. I'll Be Seeing You	Williamson
7. It Could Happen to You (F)	Famous
8. I'll Get By (F)	Berlin
9. It Had To Be You (F)	Remick

And the Following Extras: Margie, Puttin' on the Ritz, The Riff Song and Singing in the Rain.

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers, showing distribution centers in the United States. (See sources Part III, right.) (M) Song in hit musical. (F) Song in film musical.

POSITION	LAST WEEK	TITLE	East	Mid-west	South	West Coast
1	1	I'LL WALK ALONE (F)	1	2	4	1
2	1	SWINGING ON A STAR (F)	2	3	3	2
3	3	TIME WAITS FOR NO ONE (F)	5	1	1	4
4	4	I'LL BE SEEING YOU	3	4	2	3
5	5	IS YOU IS OR IS YOU AIN'T? (F)	4	5	5	6
6	6	IT COULD HAPPEN TO YOU (F)	9	6	7	5
7	7	IT HAD TO BE YOU (F)	7	7	9	10
8	8	AMOR (F)	10	10	6	7
9	9	HOW MANY HEARTS HAVE YOU BROKEN?	6	9	—	—
10	10	A FELLOW ON A FURLOUGH (F)	—	8	—	9

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: Pretty Kitty Blue Eyes—Santly-Joy.

SOUTH: I'll Get By (F)—Berlin; An Hour Never Passes—Shapiro-Bernstein.

WEST COAST: Day After Forever (F)—Edwin H. Morris.

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading juke music stores. (See sources Part III.)

POSITION	LAST WEEK	TITLE	East	Mid-west	South	West Coast
1	1	Hamp's Boogie Woogie	Lionel Hampton	Decca	18613	
2	2	Till Then	Mills Brothers	Decca	18599	
3	3	Cherry Red Blues	Goodie Williams	Hit	7084	
4	4	I Stay in the Mood	Billy Eckstine	DeLuxe	2000	
5	5	I'm Lost	Benny Carter	Capitol	165	
6	6	Is You Is or Is You Ain't? (F)	Louis Jordan	Decca	8659	
7	7	G. I. Jive	Louis Jordan	Decca	8559	
8	8	My Little Brown Book	Duke Ellington	Victor	20-1584	
9	9	I Realize Now	King Cole Trio	Capitol	168	
10	10	You Always Hurt the One You Love	Mills Brothers	Decca	18599	

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlantic: Cox Prescription Shop, Beverly Hills, Calif.; Martin's, Birmingham; Norrie's Radio Shop, Louis Philis Dry Goods Co., Boston; The Melody Shop, Bridgeport, Conn.; Glenna Music Store, Howard Dry Goods Co., Whiting Radio Service, West, Mead; Drabinski Music Co., Chicago; Goldblatt Brothers, Hudson; Knox & Healy, Marshall Field; Sater-Bach & Co., Warfield's, Cincinnati; Song Shop; Steinberg's, Inc.; Willis Music Co., Denver; Century Music Shop; The May Company; Charles E. Wells Music Co., Des Moines; Davidson Record Co., Des Moines Music House, Fort Worth, Tex.; Kenzie Bros., Furniture Co., Hollywood; Music Shop; Music City; Hollywood House of Music, Jacksonville, Fla.; Butler's Record Shop, Las Vegas; The Music House of Music, Newark, N. J.; Dry Goods Co., Miami; Richard's Store Co., Burlington, Ind.; Milwaukee; J. B. Bradford's Music House, Marine Lake; Music House of Music, Newark, N. J.; C. B. Record Shop; Radio Shop of Newark, New Orleans; Louis Gruenberg's, New York; New York City Music Shop; Liberty Music Shop; Oakley Music Shop; Ransom's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop, Philadelphia; Downtown Record Shop; Alex A. Gellin; Highland Record Shop, Pittsburgh; Volkman Bros., Inc., Portland, Ore.; Meyer & Frank Co., Raleigh, N. C.; O. H. Stephenson Music Co.; Joseph E. Thien Co., Richmond, Va.; Carter Record Shop; Walter D. Moore & Co., Chicago; Record Shop, St. Paul, Minn.; Mayflower Variety Co., Salt Lake City; S. C. M. J. Gramophone Shop, San Antonio; Alamo Piano Co., Washington, D. C.; Greer's Radio Co., Westwood, Calif.; Music Shop.

BMI Smiles on Disk Jockeys

(Continued from page 21)

have been spinning more BMI tunes. The flattery of the offer builds a certain good will which pays off in more airtime for BMI, which is still somewhat hard put to meet the minimum number of air performances which they promise to deliver each station in return for the royalty payments.

Jockey dead is just another facet to the BMI pitch to get more BMI music on the air, and perhaps hit a few of those "accidents" that become hits. No BMI staffer explained it this way: "No matter how bad most of the songs turned up are, there is still a good chance that we can maintain the regular average of hits to

failures in our underwritten publishing ventures." Actually, if a publisher doesn't deliver after a minimum contract (the suggested legal papers run as short as one or as long as five years), BMI may bow out. However, judging the performance of the new publishers may involve plenty of things besides his actual turn-over of a hit tune, or even publishing passable material. There are still such things as voluntary plugs for brother publishers' tunes, etc., which may be taken into consideration.

It is this and other factors that have ASCAP a little furrowed in the brows. There may be a restraint of trade angle, for instance, and a half dozen other stinkies involved. Some big brains in the publishing field have thought of going to the Federal Communications Commission about the matter. If, they reason, FCC could make the new divorce themselves from stations, maybe they can make the stations divorce themselves from musical directors and disk jockeys who double in brags. That is sort of far fetched, but anything can, and does, happen in music and radio.

802 FIGHT STARTS

(Continued from page 21)
ment and fight for passage of the absentee war ballot enacted by Congress. Musicians at the opposition-packed meeting talked themselves out of their own voting power when they argued on the one resolution so long that by the time it was voted upon at the meeting there weren't enough members left to take action.

Other resolutions affecting the welfare of the local were then automatically left to the executive board for action. According to the union's regulations, any marking of a resolution at the meeting are decided upon by the board at its next session. When the meeting broke up at 5:15 p.m. out of quorum, several resolutions were still undiscussed. The question of salary raises from \$75 to \$100 weekly for trial board and executive board members is going back to the old policy of two board meetings a week at \$15 per session, and the earmarking of \$150,000 union funds for servicemen-musicians rehabilitation were left high and dry.

Tuesday (12) the local's executive board met and voted against salary raises for itself, voted against the board meeting change, and turned down the proposal to vote aside \$150,000 for returning servicemen. It submitted a substitute resolution ending the entire resources of the union to any returning servicemen in need of assistance or rehabilitation.

The tactics employed by the opposition to the administration are not new. Five consecutive times in the past 10 years they have tried to oust the officials who have been elected to two-year terms each time.

The soldier vote proposition was the first to come up at the meeting and the hauled debate that ensued and dragged out preventing the orderly conduct of the rest of the meeting would have been placed on an administration proposal, according to the Ins.

So far, the Blue Ticket (administration) has not announced its slate of officers for the December 7 election, and neither have candidates been put up to run against the Ins.



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Radio Corporation of America, Camden, N. J.



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See Sources in Part 1.) Songs are listed according to their popularity nationally with the sectional figures in the left. Record backing the hit record is in bold face. (M) Song in Left Hand. (F) Song in Film Musical.

POSITION Last Wk.	NATIONAL	East Mid- west	South	West Coast
1	1. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 <i>Giving My Way (F)</i>	4	1	2
2	2. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>That's How</i>	1	2	1
3	3. I'LL WALK ALONE (F) Dinah Shore—Victor 26-1586 <i>It Could Happen to You (F)</i>	3	3	4
4	4. IS YOU IS OR IS YOU AIN'T? (F) Bing Crosby—Andrews Sisters— Decca 23389 <i>Hot Time in the Town of Berlin</i>	2	9	3
5	5. TIME WAITS FOR NO ONE (F) Helen Forrest—Decca 18600 <i>In a Moment of Madness</i>	5	6	5
6	6. I'LL WALK ALONE (F) Martha Tilson—Capitol 157 <i>Texas Fella</i>	—	8	7
7	7. I'LL BE SEEING YOU Bing Crosby—Decca 18595 <i>I Love You (M)</i>	6	4	8
8	8. HIS ROCKING HORSE RAN AWAY (F) Betty Hutton—Capitol 155 <i>It Had To Be You (F)</i>	—	7	—
9	9. IT HAD TO BE YOU (F) Dick Haymes—Helen Forrest— Decca 23389 <i>Together (F)</i>	7	8	—
10	10. IT HAD TO BE YOU (F) Betty Hutton—Capitol 155 <i>His Rocking Horse Ran Away</i>	—	8	6

Other Records Reported in Best Selling Lists by Sections

EAST: *That's How*—Mills Brothers, Decca 18599; *Is You Is or Is You Aint?* (F)—Louis Jordan, Decca 8659; *Day After Forever* (F)—Bing Crosby, Decca 18600.
MIDWEST: *That's How*—Mills Brothers, Decca 18599.
SOUTH: *I Don't Want To Love You*—Frank Sinatra, Victor 26-1574; *It Could Happen to You* (F)—Jo Stafford, Capitol 158.
WEST COAST: *My Tears Flowed Like Wine*—Stan Kenton, Capitol 168; *It's So Swingin'*—Tommy Dorsey—Frank Sinatra, Victor 26-1574; *It Could Happen to You* (F)—Jo Stafford, Capitol 158; *That's How*—Mills Brothers, Decca 18599; *Straighten Up and Fly Right*—King Cole Trio, Capitol 154.

MOST PLAYED JUKE BOX FOLK RECORDS

Special reports received from The Billboard representatives last week show the Folk records listed below are currently the most popular Folk records on automatic phonographs throughout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION Last Wk.	SONG	ARTIST	RECORD
1	1. Soldier's Last Letter	Ernest Tubb	Decca 6098
2	2. Smoke on the Water	Red Foley	Decca 6102
3	3. So Long, Pal	Al Dexter	Okeh 6718
4	4. We Might as Well For- get It	Bob Wills	Okeh 6722
5	5. Born To Lose	Tommy Dorsey	Okeh 6706
6	6. Top Laid To Worry	Texas Jim Lewis	Decca 6099
7	7. Try Me One More	Ernest Tubb	Decca 6093
8	8. You're From Texas	Bob Wills	Okeh 6722

ADVANCE BOOKINGS

BILLIE BISHOP: Trianon Ballroom, Chicago, Nov. 28-Dec. 24.
BENNY CARTER: State Theater, Hartford, Conn., Dec. 15-17.
CARMELO CAVALLARO: Palmer House, Chicago, Sept. 21.
BOB CHUBB: Palace Theater, Cleveland, Sept. 22-Oct. 2.
BURNIE CUMMINS: Blue Moon, Wichita, Kan., Sept. 25-Oct. 12.
BOY ELDREDGE: The Toot Club, Boston, Sept. 26-Oct. 5.
ERBIE FIELDS: Paradise Theater, Detroit, Dec. 1-10.
FLEICHER HENDERSON: Paradise Theater, Detroit, Dec. 22-28.
INTERNATIONAL SWEETHEARTS: Club Ball, Washington, Nov. 22-Jan. 4.
SAMMY KAYE: Adams Theater, Newark, N. J., Sept. 29-Oct. 4.
ADA LEONARD: Adams Theater, Newark, N. J., Oct. 26-Nov. 1.
FRANKIE PALM: Silver Moon Club, Alexandria, La., Oct. 1 (undated).
BOB STYRON: Tooten Pole, Boston, Sept. 20-21.
LAWRENCE WELK: Oriental Theater, Chicago, Nov. 3-5; Riverside Theater, Milwaukee, 16-18; Downtown Theater, Detroit, 17-22.

EDDIE STONE: Casa Loma Ballroom, St. Louis, Sept. 22-Oct. 3.
LAWRENCE WELK: Oriental Theater, Chicago, Nov. 3-5; Riverside Theater, Milwaukee, 16-18; Downtown Theater, Detroit, 17-22.
EDDIE YOUNG: Cosmopolitan Hotel, Des Moines, Nov. 1-14.

Weems Opens S. F. Office

SAN FRANCISCO, Sept. 16.—Ork Leader or Ted Weems has opened offices in San Francisco under label of Artists of America to handle artists contracted to Weems, including Perry Como, Marilyn Maxwell, Mary Lee and Elmo Tanner. Will also handle ork booking. Weems opened with his new band at St. Francis here in August, after 18 months as lieutenant in maritime service, getting extension of contract on third night of engagement. It is expected that Weems will come East before end of the year but no booking dates have been listed as yet.

Music Popularity Chart

Week Ending
Sept. 14, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs throughout the nation. These reports stem from the country's leading operating centers and are averaged together. These records that are distributed nationally will show up in the charts. Figures in parentheses indicate number of weeks record has been in juke box charts. Listed under the title of each most played record are the other available recordings of this number.

1. SWINGING ON A STAR (15)—Bing Crosby (John Scott Trotter Ork) Decca 18507
(Gray Rains, Hit 7086; Freddie Elsie, Capitol 160)
2. IS YOU IS OR IS YOU AIN'T? (9)—Louis Jordan Decca 8659
(Bing Crosby-Andrews Sisters, Decca 15359; Gordie Williams, Hit 7100)
3. YOU ALWAYS HURT THE ONE YOU LOVE (17)—Mills Brothers
(The Three Suns, Hit 7102) Decca 18599
4. G. I. JIVE (21)—Louis Jordan Decca 8659
(Jimmy Mercer, Capitol 161)
5. AMOR (12)—Bing Crosby (John Scott Trotter Ork) Decca 18608
(Jimmy Russell (Al Back Ork), Capitol 159; Xavier Cugat, Columbia 36718; Marie Madriguera, Hit 6033; Percy Faith, Decca 23364; Wayne Kinn, Victor 20-1507; Lawrence Welk, Decca 4414; Vincent Lopez, National 7003)
6. I'LL WALK ALONE (7)—Dinah Shore Victor 20-1586
(Martha Tilton, Capitol 157; Mary Martin, Decca 23362; Louis Prima, Hit 7053)
7. PRETTY KITTY BLUE EYES (6)—The Merry Maes Decca 18610
(Vincent Lopez, National 7003; Art Kassel, Hit 7051)
8. HOW MANY HEARTS HAVE YOU BROKEN? (5)—The Three Suns
(The Merry Maes, Decca 23362; Arlie Shaw, Victor 20-1503; Dick Haymes-Victor Forrest, Decca 23360) Hit 7022
9. I'LL WALK ALONE (9)—Martha Tilton Capitol 157
(See No. 6)
10. IT HAD TO BE YOU (5)—Betty Hutton (Paul Weston Ork), Capitol 155
(Dick Haymes, Bluebird 20-0053; Arlie Shaw, Victor 20-1503; Dick Haymes-Victor Forrest, Decca 23360) Hit 7022
11. IS YOU IS OR IS YOU AIN'T? (3)—Bing Crosby-Andrews Sisters (Vic Scheen Ork) Decca 23350
(See No. 2)
12. I'LL BE SEEING YOU (22)—Bing Crosby (John Scott Trotter Ork) Decca 18598
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7092; Hildegarde, Decca 23361; Billie Holiday, Commodore C-531)
13. HOT TIME IN THE TOWN OF BERLIN (1)—Bing Crosby-Andrews Sisters (Vic Scheen Ork) Decca 23350
14. I'LL WAIT FOR NO ONE (8)—Bobby Feroce (Columbia Ork) Decca 18600
(Ruin Music, Continental C-149; Johnny Long (Poet Dugan) Decca 4339)
15. I'LL BE SEEING YOU (16)—Tommy Dorsey (Frank Sinatra) Victor 20-1574
(See No. 12)
16. A FELLOW ON A FURLOUGH (1)—Phil Hanna (Leonard Joy) Decca 4445
(Raymond Scott, National 7001; Sula's Musette Ork, Continental C-140; Marie Prima, Hit 7098)
17. I'LL GET BY (23)—Harry James (Dick Haymes) Columbia 36698
(Link Bruts, Decca 18579; The Four King Sisters, Bluebird 20-0021; Ben Carter, Hit 7070; Kitty Courten, Decca 23361; Billie Holiday, Commodore C-531)
18. DANCE WITH A DOLLY (With a Hula in Her Stocking) (4)—Evelyn Knight (Columbia Ork) Decca 18614
(Louis Prima, Hit 7107; Tony Pastor, Bluebird 20-0077)
19. LIL MARLENE (2)—Percy Como Victor 20-1592
(Hildegarde (Harry Seemik Ork) Decca 23363)
20. ESTRELLITA (1)—Harry James Columbia 36729
(Hildegarde (Fred Lacey) Columbia 36727)

Coming Up

Reports received from The Billboard representatives last week, and based on information given by juke box operators, show the records listed below are showing in popularity all over the nation.

1. IT HAD TO BE YOU—Dick Haymes-Victor Forrest Decca 23349
2. THE PATTY CAKE MAN—Ella Mae Morse Capitol 163
3. HER TEARS FLOWED LIKE WINE—Stan Kenton (Amity O'Day) Capitol 166

Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated to present The Billboard from individual Juke Box Operators.

- AN HOUR NEVER PASSES—Jimmy Dorsey Decca 18616
(Chicago)
- WE MIGHT AS WELL FORGET IT—Bob Wills Okeh 6722
(Knoxville)

Savoy Waxes a Lot Libby Holman Plans Of Originals -- They Philly Blues Recital Pub 'Em Now, Too

NEW YORK, Sept. 16.—Herman Lubinsky's Savoy, continuing to build its backlog of hot jazz, this week cut two sessions, one with "Hot Lips" Page, the other with Tony Grimes, the electric guitarist.

"Hot Lips" session put four originals in the box last Tuesday (12), *Lips Blues*, *Good for Stompin'*, *I Got What It Takes* and *Blooze*. "Lips" built an 11-piece outfit for the Savoy date. The Grimes session ground out four originals also, but they're not officially named as yet. Only one dinking session set by the Lubinsky outfit next week (Wednesday). This one will have Johnny Guarneri, Slam Stewart and Sid Welas doing another set of four originals. These have titles *Wilson's That's All*, *Mission From Brooklyn*, *Memories*, *Gliss Me Again*. Pendant for originals on the

PHILADELPHIA, Sept. 16.—The low-down blues will come to the concert stage this fall, with Libby Holman readying a recital.

A mid-town concert hall or hotel room will be rented for an evening of blues, with Miss Holman sponsoring her own concert, featuring Josh White, blues-singing guitarist at New York's Carnegie Downtown.

Miss Holman prepped for such fare earlier in the summer with the presentation of a blues evening at the Hedgerow Theater, Little Theater center at Moylan-Rose Valley, Pa.

part of Savoy may be traced to the fact that they have set up a publishing sub-unit, one of those things for which BMI puts plenty on the line each month in the form of guaranteed royalties.

FAMOUS INTERVIEWS #7

History's got me all wrong! I ain't wicked. I'm a music lover an' I gotta have my regular ration o' Columbia releases—OR ELSE! O'course, I stole a couple ships an' killed a few ornery sailors but I got my weaknesses. Fr' instance, I'd give two brigs and a keg of rum for this week's two new Columbia records.



We're not KIDDING when we say that these two new Columbia releases are treasures! Put them in your best locations and they'll go to work for you!

CAB CALLOWAY & His Orchestra

THE MOMENT I LAID EYES ON YOU

LORDY

36751

RAY NOBLE & His Orchestra

THE VERY THOUGHT OF YOU
(Heard in the Warner Bros. picture *The Very Thought Of You*)

GOODNIGHT SWEETHEART

36546

COLUMBIA RECORDS

Music Popularity Chart

Week Ending
Sept. 14, 1944

POPULAR RECORD REVIEWS

By M. H. Ordoenker

RAYMOND SCOTT (National)

I Learned a Lesson I'll Never Forget—FT; VC. *I'll Be Seeing You*—FT; VC. *Together*—FT; VC. *A Fellow on a Furlough*—FT; VC.

An extremist in jazz, having stormed at the very roots of swing rhythms with a powerhouse band of chamber music that was the last letter in ultra. Raymond Scott has done a complete turn about face. He has retired from the unrestrained to the sober, employing a fully-instrumented ensemble rather than the quintet or sextet to expand a smooth and easy-flowing blend of melody and rhythm that is so refined it approximates downbeat purring. Moreover, he eschews his "Siberian Slush Ride" and such exotic nomenclature for his canons in favor of the ballad faves of the moment. The end result is that this new disk label enjoys the blessings of an excellent band to attract attention to its sides. Rich near a "whispering" orchestra, Scott does himself proud and commercial in the scoring. Keeps his brasses entirely under cover and his reed voicings a blend of saxophones and clarinets. Follows an identical music pattern for all the sides and points up Dorothy Collins vocal restraint with colorful backgrounds. Gai sings it soft and soothing for "I Learned a Lesson I'll Never Forget," with the muted "I'll Be Seeing You" an instrumental. Miss Collins gives good lyrical care to the second two songs, with "Together" taken as a slow ballad and the tempo stepped up a bit for "A Fellow on a Furlough."

There's plenty of phono appeal in the song selections on each count, with greater attraction in each couplet for "I Learned a Lesson I'll Never Forget" and for "Together."

JIMMIE LUNCFORD (Decca)

I Dream a Lot About You—FT; VC. *Jeep Rhythm*—FT.

Be it a set ballad or a riotous bounce canto, Jimmie Lunceford is equal to the task. It is that kind of performance he turns in for this plating. Jimmie Lunceford's torch ballad "I Dream a Lot About You" is whipped out sweetly and in bright fashion at a moderately paced tempo with Dan Grison's lyrical accompaniment leading the way. The notes, in note and in style, strike out a second chorus to the half-way mark with Grison getting it back at the bridge to bring it out. Horace Henderson's "Jeep Rhythm" captures the attention on the noted side, set off as a lively jump dish. The union notes, per usual, ring in the rift pattern from the edge, with the band building upon it with solo and ensemble finishes.

For the jump fans, "Jeep Rhythm" is a tasty dish, with race locations in particular. Busting the blues ballad, "I Dream a Lot About You," much to their liking.

HARRY JAMES (Columbia)

It's Funny to Everyone But Me—FT; VC. *Don't Take Your Love From Me*—FT; VC.

To keep the names of the label's leading lights to the fore, Columbia has gone way back to bring Harry James and Frank Sinatra together. For the relief of Jack Lawrence's "It's Funny to Everyone But Me" it brings back the James band long before it packed the strings and the power that attracted the attention of the through. For the vocal refrain, it goes back to a more modest Frank Sinatra long before his song-selling gained those asterisk qualities that make for the fainting fit among the fans. Not as antiquated is Henry Jones' "Don't Take Your Love From Me" wherein Jones shoves off the Strand section to advantage, but lacking in the lyrical qualities in the thin pieces of Lynn Richards for the words.

It will take a strong sentimental attachment to both James and Sinatra to stimulate interest in these dated sides, at this late date carrying the stigma of a second-hand furniture store stock.

(See Popular Record Reviews on page 73)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Ordoenker

ROY ACUFF (Okeh)

I'll Forgive You But I Can't Forget—W; V. *Write Me, Sweetheart*—FT; V. *It's Funny to Everyone But Me*—FT; VC.

With the strumming of guitars by his Smoky Mountain Boys, Roy Acuff sings it sad and sobby for the weeping "I'll Forgive You But I Can't Forget." There's a heavy outdoor aura to the tear in his voice and one must fairly weep along with him in his blighted love life. Roy whistles the widgees at a fast waltz tempo on electric guitar stanzas bridging the refrains. Another lute makes a top tenor for Roy's trouble in mind singing for "Write Me, Sweetheart." A lively song. Confesses that he's still in love with his girl and all will be forgiven if he will only write. On both counts, he's sworn alone for those hiding behind the tall grass and both sides give much comfort to such folk.

(See Folk Record Reviews on page 73)

Joe Hess Road Manager For Cootie Williams

NEW YORK, Sept. 18.—Joe Hess takes over as Cootie Williams' traveling road manager this week. He has been with various Max Gayle attractions for some time, recently having traveled with the Lucky Millinder band.

Williams is now on a theater tour which he will continue until he goes into the Paramount Theater here Christmas week with the Ink Spots and Ella Fitzgerald for a four-week engagement.

Monroe to Strand in 1944

NEW YORK, Sept. 18.—Vaughn Monroe has signed to come into the Strand here sometime next May. Monroe finished stints at the New York Paramount last week and goes into Hotel Commodore the end of this month. He played Com-

22 Pianos

HOLLYWOOD, Sept. 18.—Ivory-busters are getting the nod from MGM this week as call went out for 22 piano players to do their stuff on Liszt's Hungarian Rhapsody for the Frank Sinatra starer, *Anchors Aweigh*.

modore last year around the same time. It is no known whether he's signed to do a repeat at Paramount next year or he's played that theater during past couple of years. Reportedly, Monroe is getting \$11,000 per at the Strand and is in for three weeks with options.

Strand has Les Brown coming in following Charlie Barnet, present band, who leaves out end in October. Lionel Hampton comes in sometime between December 14 and 28, with Hal McIntyre, Louis Prima and Abe Lyman also slated for the house but no dates actually set as yet.

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MUSIC SHOPS

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MUSIC GRAPEVINE

Jimmy Dorsey booked into Prolics Club, Miami, for three weeks beginning January 10, 1945. Teddy Walters, formerly with TD, vocalizing with Jimmy's ork on current theater hits. . . . Donald Strong and band drew a holdover to December 22 at Walnut Room, Bismarck Hotel, Chicago. . . . Chuck Foster ork into Gladys Ildgo Hotel, Memphis, September 22 for four weeks.

King at Universal

Henry King ork doing a one-roller at Universal. . . . Donald Strong and band returns to the Casablanca, Philly, first home-town date since the days of the Four Quints. . . . Frankie Ford, recovered from his recent illness, playing the Silver Moon, Alexandria, La., with reorganized ork. . . . Best note to be cooking everybody backer for Leo Gray will be the Palmdale Ballroom, Santa Monica.

Bob Chester follows Les Brown into the College Inn, Chicago, October 6. Gene Krupa opens at the spot October 20. . . . Warner Bros. reviving oldie tunes, You Again for Reddy Allen Forever. Les Paul and his trio signed to do 16 sides for Decca and World on the Coast. . . . Frankie Juck ork doing 16 more weeks at Benjamin Franklin Hotel, Philadelphia.

Sinatra's Singer

Frank Sinatra will bring his young singing discovery, Helen Forrest, to New York with his radio show September 27. She will play the Sinatra Paramount date set October 11 also. . . . Phil Ohman on four-week vacation from the Mocambo, Hollywood. . . . Carl Schreiber, and Pershing, Schreiber and Entertainment Service, Chicago, has added M. E. Picarel to his staff. She will add a new office manager and Schreiber's assistant.

Like a Brother

Paul Martel's brother, George Barry, will front the Martel ork at Aracoda Hotel, New York, for a month starting September 29, while Paul vacations. . . . Floyd White, Southwestern rep for the Paul and Miller Enterprises, is booked from the Kansas City, Mo., office to join the firm's Chicago staff. . . . Morey Anderson, of Pershing, Schreiber and Entertainment Service, Chicago, Mr. You and Mrs. Me, to Columbia, plus for SMO Me a Song of Texas.

RO brought "Harvride" by Harry Rint for "First Fusion," and "Living a Dream" by Alex Morrison which goes into "When the Lights Go On Again." . . . McFarland Tunes ork at Post Lodge, Westchester, N. Y. . . . Carl Denzler and band celebrating their 70th consecutive week at the Palace Room, Hotel Maynard, Rochester, N. Y.

Max Stainer to score Roubini Speaking of Warner's. . . . Lawrence Welk's Trium (Chicago) stint ends October 1. Den Reid and ork then takes over for two months. . . . Shurman Bakers and 12-piece band at Moonlight Gardens, Saginaw, Mich. . . . Fulton Alexander, Detroit, and vocalists, Ruth Gaylor into Columbia's ageeusher, Sing Me a Song of Texas. . . . Tommy Dorsey and ork reported to MGM for their first recording in Thrill of Romance. . . . Mike Sturt has a new tune called I'm Afraid I Forget to Forget.

Still Counting

Henry Baker did Dick Jaffe's new song Headlining From the Front Lines, dedicated to the late L. A. war correspondent, Tom Tresson. . . . Hal McIntyre, the Hooster Hot Shots and vocalists, Ruth Gaylor into Columbia's ageeusher, Sing Me a Song of Texas. . . . Tommy Dorsey and ork reported to MGM for their first recording in Thrill of Romance. . . . Mike Sturt has a new tune called I'm Afraid I Forget to Forget.

Wax White

Josephine Houston cut six sides for Hit records last week. . . . Meade Lux Lewis has waxed a group of his own original for Asch. . . . First commercial record by Ethel Smith, former Hit Parade organist, released by Decca. Numbers are Two Too Many and Zero Two, both in MGM's Bathing Beauty.

Riders for Road?

The Song Spinners are making e, t/s for both major political parties. The group claim credit for over half the one-minute jingles on the air today.

Ray Willing and Riders of the Purple Ray ork being considered for radio at Madison Square Garden in October. . . . Johnny Phillips hand featuring

Ramona Clark, thrush, at Whit-a-Way Club, St. Louis.

Betty Lee Hunt, MOA's publicity head, recuperating from a nervous breakdown that hospitalized her for a week. . . . Marion Fulton goes into Capitol Theater, New York in November and then on to Hollywood for another Universal pic. My Heart Is Young, tune to be watched by Beatrice Kay in Double-Box. Diamond Horseshoe, was cleared by the singer and her husband, Sylvan Green. . . . Billy Hey, former vice poulder with Eric Wilkerson's ork, now directing 16-piece army band at O'Reilly General Hospital, Springfield, Mass. . . . Ethel Paige, of Freda Fishbein Agency, New York, will represent music pubs thru the firm's new song department.

David Frankenstein, United Automobile Workers' Union pressy, has penned an opera, "Ugny Love." The union leader's father, the late Harold Frankenstein, was a Detroit band leader. . . . Gene Gilford and Ted Husted are doing the arrangements for Bill McCune's ork at the Edison Hotel. Billy Bishop signed to new contract by Frederick Bros. The seven-year renewal is effective as of January 1, 1945.

Spivak Hits 9G at

Detroit Eastwood

DETROIT, Sept. 16.—Charlie Spivak and band, playing Eastwood Gardens at Eastwood Park, grossed \$2,500 on the week August 14-20, and third top among name bands there this season. The band got a fair break from the weather, coming in for a few days of cooler weather that proved a welcome come-on for dancers, after a protracted heat wave.

Tony Parry, following last week, grossed \$7,200. Drop was again partly the result of the weather, with the temperature dropping to 60 degrees to encourage outdoor dancers. Coincidentally, business at the park itself fell off 50 per cent because of the weather.

Hallett Tours With Wood

NEW YORK, Sept. 16.—Mal Hallett ork is set to accompany the Barry Wood unit which starts on a theater tour October 3. Fletch Kelly will furnish the comedy for Wood's first piecehouse tour which starts at the Stanley, Ulton, N. Y., and continues for three weeks. Palmolive Studio Party, October's Saturday evening Coast-to-Coast, will be aired from wherever the Wood show is playing, with Hallett writing the material and the air shots as well as the theater dates.

On the Stand

Carl Ravazza

(Reviewed at Blackhawk, Chicago)

CARL RAVAZZA and his ork, in their 14 second engagement at the smart party, has definitely established themselves as one of the most popular bands to play here in many a month. The music has been the only one to this room.

Present set-up includes a good rhythm section (bass, drums, piano, guitar and two fiddles), which is the melodic backbone of the ork. The reed (three sax) and brass (four) departments show thru with a backing that is soft and sweet, giving tempo with a mellow touch that is ideally suited to this room. Ravazza fronts alternating between fiddle and vocals. His fine voice has plenty of oomph and appeal but, unfortunately, he concentrates too much on crooning, which doesn't help him to display his real quality. His pleasing personality plus his good looks can easily make the feds hearts skip a beat or two. The combination of special skills by the eleven men offers plenty of well ensemble music for dancing.

The band is equally adept in playing for floor show and after dinner singyry novelties, including their hilarious Bessie Coulson's Take It, Trouble With Women and I'm a Fool. The band is dishd with fine warbling by Ravazza. Group is definitely a musical set-up for hotels and smart restaurants.

Jack Baker.

Pubs To Pay 10 P. C. More To Musicians

Arrangers, Pianists to Get Boost

NEW YORK, Sept. 16.—Negotiations between the Music Publishers' Protective Association and Local 802, AFM, for a new contract covering arrangers, copyists and pianists employed by music pubs have reached the signature stage. Members of the union, employed in this branch of the biz are due for a 10 per cent wage increase. This covers those working on both straight salary and piecework rates.

Walter Douglas, chairman of the MPAA board of directors and a committee from the ork, and William Feinberg, secretary of the local, and a group from the union are the negotiators of talks that resulted in the agreement.

New pact, which is expected to be inked within the next few days, runs for two years, beginning October 1, 1944.

Met. Musicians Get Raise

NEW YORK, Sept. 16.—Metropolitan Opera musicians will get a 10 per cent raise the forthcoming 1944-45 season in accordance with negotiations completed this week between the Met association and Local 802, AFM.

In 1942 and again in 1943, when the union asked for some upping for its members, the association claimed it could not pay the musicians more money and opened its books for inspection by Local 802 officials.

This year the Met's fund-raising drive swelled its treasury to the point where it could pay the musicians the 10 per cent increase for the 20-week season.

Benson Adds 2 Plus Cautery

CHICAGO, Sept. 16.—Ray Benson, currently at the Pump Room of the Ambassador Hotel here, added three men and two fiddlers (and a cello) to his present set-up of seven pieces when he moved his ork into the Baker Hotel, Dallas.

Chamilla Lane, formerly with Ben White's band and who recently completed a 22-week run as a single during the Larry Adler engagement at the Palmer House here, joins the outfit as a vocalist and will double on the second piano. She'll also be spotted as a single in the floorshow. Al Herman, manager of the band, signed this girl last week.

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WINTERKILL

Big, Bigger, Biggest

New Yorker Room Borrows Show From Versailles

NEW YORK, Sept. 16. — New Yorker Terrace Room, where ice shows are standard fare, is bringing in a short version of the late Versailles bill as an interim offering before unveiling the next Hana Brinker.

Circus Daze, current lure, goes out September 24 and next night a line of six Versailles girls, Florence Leasing, Jiri Sullivan and Bonnie Cunningham, come on. Bob Russell, Terrace Room's long-time emcee, will continue. Show, running 40 minutes, is due to stay two weeks. Room used same kind of maneuver two years ago, when caught between icelets, bringing in a Capobianca unit.

ARA Now Warning Its Members To Toe 'Rule B' Line

NEW YORK, Sept. 16. — The Artists Representatives Association of New York is currently circulating its members to observe "Rule B" by filing their booking list with AGVA and refraining from booking "unfair" acts or places.

The ARA bulletin is going out over the signature of William Kent, president. Formation of it began this week even though the ARA biggies had hotly denied, even in print, the recent story in *The Billboard* to the effect that AGVA was ready to declare its "Rule B" contract with ARA null and void because of flagrant violation of the booking-list and "unfair" clauses.

Boston Tic-Toc's Lease Jerked; Acts Up in Air

BOSTON, Sept. 16. — A situation where the owner of the building housing the Tic-Toc here sold the lease to a new operator without giving the present operator, Benny Ford, a chance to meet the usual rental fee, highlights the need for government control of housing problems of this sort.

The landlord, named Mr. Wolf, signed the papers before telling Ford that his lease was not going to be renewed. By agreement, he turned a sizable staff out of work and mopped up the contracts of a number of name bands and acts which had booked for the fall. Now Ford is without a place for his talent to play.

Action of the landlord seems slightly below the belt, since the Tic-Toc has been giving a terrific gross business for the past year. The new lease is said to be six weeks. The new lease is said to be Leonard, operator of a Boylston Street barbecue spot. His plans appear to be to open a large fried chicken restaurant without entertainment.

That Benny Ford does not intend to give up name bands is evident from the fact that the Tic-Toc has been paid a bonus on his contract.

Blue Angel Trying Out Dinner Biz in Lounge

NEW YORK, Sept. 16. — Max Gordon and Herbert Jacoby, owners of the Blue Angel night club here, have launched on a dinner policy for the new season. Ops figure on snatching some of the big left hand of the field in the V.I. restaurants, which always had a healthy dinner trade.

Blue Angel now has a full kitchen and chef, and meals are served from 7 to 10 p.m. in the lounge part of the club. Ops have engaged a pianist and fiddler to help things along. Dinner proposition will not interfere with shows, which start near midnight.

CSI To Give Week's Notice From Now On

NEW YORK, Sept. 16. — Camp Shows, Inc., has changed its policy concerning notice for acts when closing shows. Henceforth it will give one week's notice under certain conditions. Up to now CSI has not followed practice of issuing notices.

Standard contract used by CSI gives it two escape clauses on notices. One clause states that organization may close shows at request of any army or government agency without notifying any of the actors. Other clause states that CSI may close at any time for any reason it deems fit, also without notice.

Couple of weeks ago an act took up the question with AGVA's legal department, trying to determine whether performer was entitled to be dropped from show arbitrarily. Union went to bat and obtained a court order compelling the army or some other branch of the government requires the closing of a show, CSI will give performers one week's notice when preparing curtains for units.

Stevens Room Sets New Act Policy For Oct. Opening

CHICAGO, Sept. 16. — The Boulevard Room at the Stevens Hotel here, which has been closed during the summer for an extended engagement, show will be produced by Anthony Nelli, who formerly staged the ballet numbers at the St. Louis Municipal Opera.

Formerly featuring name bands and single star attractions, spot will augment floorshow with a 10-pact standard line, also show girls and a variety of acts. Glen Gray ork will take the bandstand for an extended engagement. Show will be produced by Anthony Nelli, who formerly staged the ballet numbers at the St. Louis Municipal Opera.

Veloz, Yolanda Plan Own Vaude Package

NEW YORK, Sept. 16. — Veloz and Yolanda are mulling a package show with later two on the producing end. Deal, if it jells will do ten shows a week and will tour the country. So far the Delta Rhythm Boys is the only act couple to whom feelers have been sent out.

Dancers are due east in the next few weeks. The package deal is said to be in place, plans for getting show together and selling it, will be gone into.

Veloz, Yolanda Win Award As Top Business-Gets

HOLLYWOOD, Sept. 16. — Top draw at the Hollywood Bowl this summer, Veloz and Yolanda, who walked off with the trophy given as an annual award by the Bowl Association for the act getting the most customers thru the turnstiles. This is the second time the team has been handed the trophy, winning before in 1942. As headliner attraction, they brought in 19,900 ticket buyers. Nearest competitor was Ballet Russes, which pulled in 17,000. Second prize, 2,000, went to the single attraction award with 14,000.

Newest Latin Quarter Lighting Ahead of Sked

DETROIT, Sept. 16. — Lou Walters' new Latin Quarter spot will open September 18, about a week ahead of schedule. Walters' initial bill has five Mexican rhumba dancers, moved over from the New York City; Bob Fuller, Lella Moore, the Christiana and Doc Harty, who also worked for Walters in New York recently.

Makes It Even

DETROIT, Sept. 16. — Ann Corio, currently starred at the Bowers, out on a USO show at Fort Custer, found a sign scribbled on the dressing room wall, "Ann Corio, out on a USO show." Not to be outsmarted, La Corio added her own postscript, "Ann Corio undressed here."

Ethel Waters Heads New Blackbird Show To Play Auds Only

NEW YORK, Sept. 16. — A new edition of Blackbirds is now being cast by Lew Leslie. Package has so far signed Ethel Waters for a reported price of \$5,000. Unit will open in Detroit in the latter part of October and will work thru the West and South. Waters' appearance will be limited to auditoriums and halls. No theater dates are contemplated.

The Ethel Waters deal of course, for a two-week guarantee with options for run of the show at the above figures. She is to get final approval of material and will also have the right to use her own staff if the material given is unsatisfactory.

Most Good. New York fee splitter, is understood to be the money guy behind the show.

Det. Car Dealers Moving Into Club Field as Owners

DETROIT, Sept. 16. — Recent trend of good business in automobile field is tempting capital from Detroit's temporarily depressed automobile industry into the club field.

"Depression," of course, is strictly limited and chiefly in the automotive retail field, which hasn't had a new car to sell in a couple of years. Many dealers got by for a long time with a good business in the used car field, but this is drying up.

A number of individual car dealers have invested in the night club and cocktail lounge field, some as silent partners, others openly. They have turned to the bistros as a live field for employment, their capital and time.

Latest recruit to the ranks is Edward P. Casmer, who takes over the swank Saks Show spot, uptown night spot, this week, from Dave Saks who has run it for a number of years, but is reported planning to leave town. Casmer will manage the spot himself, although he has never been in the night club field.

Casmer, a frequent patron of the Bowers, bought the place, is taking over intact two of the Bowers's best known institutions, Benny Reah and his show band, who have played the big spot for some time. He moved into Saks's for Casmer on Thursday (14) for an indefinite engagement.

At the same time, Benny Reah, who has hosted at the Bowers for the past eight years, moves into Saks in a similar capacity.

"Blind Date" Gets Dirty Look From AGVA on Show Pay

NEW YORK, Sept. 16. — The Blind Date unit which has been playing vaude these days, was declared "unfair" this week by AGVA, along with its owner Joe Floyd and Tom Nelson.

Show was due to go into the Capitol, here, in a couple of days. Reason for the "unfair" listing, according to union sources, is that the owners are failing to pay members for the show. They are also failing to negotiate over 30 a week and also failed to negotiate a minimum basic agreement. Joe Reah, the Bernards and the Three Wells are the acts involved.

Acts Selling At Same \$\$\$

Few get a little extra but most envelopes still of 1943 variety

NEW YORK, Sept. 16. — Even making due allowance for what may be termed the natural optimism of the fee-splitting fraternity, there seems to be little doubt that night club acts this season can look forward to the greatest number of jobs in many years.

Agents large and small are agreed that business is tops, better than even the volume registered for the record-breaking season of 1943-44. The consensus of opinion among club agents is that they are now selling between 60 and 90 percent of the acts on their book. Some fee-splitters say they are moving up to 95 per cent of their merchandise. In ordinary times an office which sells 75 per cent of its acts is considered to be in good condition.

Thus, the new season of 1944-45 is winning a general approval of normal bias to the extent of anywhere from 5 to 15 per cent—and this spells bonaparte engagements for performers in the night club.

Fly in Ointment There is a fly in the ointment, however, in regard to dough. The general upward movement for acts this season, which has continued two and a half years ago appears to have stopped, and performer aspires are tending to stay about where they were in the spring when the 90 per cent tax came in, say the agents.

This does not mean that individual acts, especially by themselves, are not getting more dough. There are instances, here and there, of a nifty performer jacking up his take on a booking for the new season. Nor does it mean that some agents are not claiming they are getting more moola for their clients. What it does mean is that, taken as a whole, the fee-splitters feel that the sensational leaps in act prices which characterized the 1943-45 and 1944-45 seasons are now a thing of the past, as a general rule, and that prices as a whole are staying about where they were before the tax hit the night industry.

As to why this season should be so far ahead of last season in the number of acts available, 50 per cent, agents are agreed on one reason: They say that John Q. Public is in a spending mood which also breaks off, and that this is resulting in record business for nighteries, with a consequent demand for talent.

Just why customers should be so in a spending mood and clear some agents feel the good war news is causing a general loosening up of emotion, other agents in expounding the cause are accustomed to the tax and don't even think of it anymore; still others believe that the pressure of accumulated savings in pocketed customers is causing them to go on dough-flung expectations.

At the same time that they are buying acts in expectation of a big season, the club owners have pulled in their horns on dough, say the agents. The tax period apparently taught them to keep a tight rein, many coming to the conclusion that they had overpaid in numerous cases. Now, say the promoters, it is a matter of once-bitten twice shy. We want acts, but we'll pay the dough we think they'll draw.

Bowman Room Relighting September 22 With Leer

NEW YORK, Sept. 16. — The Bowman Room here, which has been a tax and heat victim of the spring season, will relight September 22 with an act show produced by Margery Fielding. Enchil Liza's ork will also be on tap.

Versailles, New York

Talent policy: Dance bands and floorshows at 8:30, 12:30 and 2:15. Owner-operators, Nick Frounits and Arnold Ross. Joe Maitre, Robert, Publicity, Ed Welner. Show producer, Boots McKenna. Prices: \$2.50-\$3.50, minimums.

Figured oddly, on the basis of the money, effort and talent involved, the Versailles new show should add up to something big for the fall season. It doesn't. It is a good enough show and it seems to satisfy the customers pretty well, but it lacks verve, punch and poise. Revue is presented in two pieces, Andy Russell starring in the dinner version and Dwight Fiske in the midnight scenes.

Russell, making his first appearance in these parts and reportedly booked for the Paramount at a fancy night for a series of fast-selling disks and an air commercial, proves to be an able crooner—a little more robust than usual—but still a crooner. Guy's voice is smooth and he uses it well, also his floor manner is somewhat awkward for he hovers over the mike and picks at it as he emits his notes. Underplaying this characteristic would help the act considerably. Repertoire is all-balad, including *What a Difference a Day Makes*, *I Dream of You* and *Embraceable You*. Handles them all well but does his best work on an encore, *Amor*, which he really sends across. For continued personal appearances, singer ought to try varying his approach on different songs. Now the styling is pretty much the same on all of them. Patrons like his work and give him hefty hands.

Elton Woods, featured radio thrush, takes part in both shows. When caught at the opening Thursday night (14), canary was also singing ballads, with one exception, *Calypso Joe*, which one should avoid since rhythm work is not her forte. Youngster looks nice and does capable job of selling, also set as whole (See VERSAILLES, N. Y., on page 34)

NIGHT CLUB REVIEWS

Cotillion Room, New York

Talent policy: Floorshow at 9 and 12. Continuous dancing. Operator: Hotel Pierre. Room manager: Stanley Melba. Publicity: Ross Associates. Prices: \$2-\$3.

Sporting a new set of drapes and a white, faded bandstand shell, room teed off Thursday (14) to a full house which mado up in numbers what it lacked in enthusiasm.

New show brought back Dr. Giovanni and a dance team, Leonora and Galant, who changed their handle from Galante and Leonardo for the opening. The pair of terps look good and do a fair job. Most of their stuff is given over to lifts and whirls, which, tho well executed, need more terp stuff for change of pace. Couple did four numbers, of which the third, a fast rumba featuring sharp steps, was the best.

Dr. Giovanni did his customary smooth routine of lifting wallets, loose change, wrist watches and suspenders. For opening pitch, bandstand is emptied to there's no distinction or suspicion of collusion in anyone's minds. His method of getting audience participation is polished and draws laughs. Final hit is his well-known ring on a dramatic trick. This one, at a way good for a top hand and surprised "oohs" and "ahs." It is difficult for anybody but ringers to see. Stepping up on the stand instead of working bit from the floor should help.

Stanley Melba's ensembling needs sharpening. His platitudes and fulsome praise are out of place in a class room.

Melba's act (8) does a competent job for the show as well as for the dancing. Ork features a new vocalist, Alan Ritchie, who sells well. Bill Smith.

La Martinique, New York

Talent policy: Dance band and floorshows at 8:30, 12:30 and 2:30. Owner-operators, J. and M. Day. Publicity, J. M. Day. Prices: \$3.50, minimum.

Glass nitery, redecorated and rebuilt to provide a more exotic atmosphere and a few more feet of table space, owner, the new season last Tuesday night (13), operating on a straight ace policy and minus the efforts at revues attempted last year.

Jockie Mills headlines the initial bill. When caught Wednesday night (13) he seemed to build his encores better than the early part of his set. Material, on the intro encore, was mostly familiar, altho it pulled laughs, and comic didn't seem to be punching very hard, possibly because of a sore throat which he stated he had. Getting into his imitations of Crosby and Sinatra, Mills improved, altho not to the sock level he achieved at the Capitol in his appearance there early in the season. After uniformly good dancing, comic went into his satirical and expertly handled routine of the nares singing *Housewife's Rose* for an encore, also took in his very funny bit of the guy holding a movie set. Both scored heavily, and performer rated another encore, this a jitterbug version of *Chickadee*, which also elicited.

Openers in the programs are the Callahan Sisters with their standard hoofin' act. Gals came with an umbrella-dance number, well done, and follow with fast-stepping turn involving spins, turns and gingerbread footwork. Pair are slick and sell nicely to good applause.

Orcie Barrie took the midway slot, singing *Pico-Pico*, *If Contrary Winds*, *You and Holiday for Strips*. Able selling job carries her thru to good reactions and she encores with a nifty version of *I Wanna Get Married*, a tune and lyric ideally suited to her style, and she makes the most of it, netting a strong finish.

Pancho's rumba and dance ork (11) plays the show and for patron-terp (See LA MARTINIQUE, N. Y., on page 34)

Blue Angel, New York

Talent policy: Shows at 11:30 and 1:30. No dancing. Owner-operators, Max Gordon and Herbert Jacobs. Prices: \$3-\$3.50, minimums. Publicity, William Friedberg and James Proctor.

Following a layoff for the summer, this little bistro plunged into the new season Tuesday night (12) with a rock entertainment. Room has been redecorated.

Pearl Bailey, Negro chanteuse, kicks off the proceedings with a running string of pops and blues numbers. Performer has developed amazingly since last caught at the short-lived Cotton Club last winter. She has throatied down both of her voice and her gestures and has worked out a smooth style suited to the requirements of the room. Warbler's delivery is highly informal, embellished by ad lib lyrics or just plain talk, and one tune rolls into the next without a break, performer merely taking a bow in acknowledgment of mulling. Of first three numbers, *St. Louis Blues* was the best, a nifty waltz yanked not only applause but laughs. Followed with *Strangers Up and Fly Right* and *G. I. Joe*, for encores, building to a bow-off.

Richard Dyer-Bennett, long a fixture at Gordon's downtown place, is on next with his familiar balladry act. Singer-guitarist remains a magician of the folksong, and the Band Side crowd go for him, demanding two encores.

The Bernards close with their savagely-satirical and riotously funny pentecost set to phonograph records. Pair do the smart but mirth-quaked and could have continued indefinitely, but contented themselves with three encores. Of a score of sock numbers their takeoffs of the Andrews Sisters singing *Massachusetts* and Sonny Boy and a merciless rib on Frank Sinatra stand out.

Herman Chittison's trio to book at the old stand and does a swell job on backing Miss Bailey. Also takes its turn between actors, on a series of earnest, smooth jazz pieces of which *This Thing Called Love* is a gem. Ross Stuart adds relieves on the keyboard. Paul Ross.

Mayfair Room, Blackstone Hotel, Chicago

Talent policy: Dancing and floorshows at 9:15 and 11:30. Management, Arnold Kirskey. Publicity, Mary Anderson. Prices: \$2.50, Saturdays.

This smart room, which has always featured single star attractions has selected a winner in the engagement of Carl Brisson. This personable chap is definitely one of the biggest drawing cards the spot has presented this year. For 45 minutes he holds the paying customers' attention with a repertoire of songs, old and new. His varied selection includes tunes he made popular while appearing in musical comedies, a comedy version of *Matry Dado*, sung in Danish, and others. After heavy applause he retires with *The Last Time I Saw Paris*, which brought him back for four encores. His accompanist, Dick Lewis, does a fine job. Bill Snyder and his ork presents a sweet style of music that makes for danceable pleasure. Jack Baker.

Copacabana, New York

Talent policy: Floorshows at 8, 12 and 2. Continuous dancing. Operator: Monte Prosser. Show by Al Siegel, staging by Douglas Corday; costumes designed by Ted Shore; music by Eddie De Lang and Joe Myrow. Manager: Jack Entinrater. Publicity: Joe Russell. Prices: \$2.50-\$3.50, minimum.

Spot has gotten itself a package that should do a terrific business. It is well given it a clean bill of health. It is well-paced, nicely handled and full of laughs, starting from chuckles when the line delivers chatter and building up to belly laughs when Joe B. Lewis winds up. (See COPACABANA, N. Y., on page 34)

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Loew's State, New York

(Reviewed Thursday Afternoon, September 22)

With part of the bill held over, bill has been given a lift by three new acts which give the show zing.

Artie Dunn, in his first theater date (he's been a nitery performer), registered well with a cold house. Worked well and smoothly after getting over an understandable initial nervousness. A long-nosed lad, it was inevitable that he do a Dumaine take-off, and it drew good laughs and excellent hand. Further strutting the gargantuan schmon, Dunn does Lord, You Made the Nona Too Long. Best bit was his song break-down routine. Material wasn't particularly new but delivery and timing drew good results. Come! Go! fault is his failure to wait for laughs. But on the basis of stuff shown, Dunn has the makings of a top comic.

Three Chocodaters open fast with their comic book, butterflies, acro and comic tricks. Outfit keeps up the killing pace until the walk-off.

Sharky and the Sent Girl's familiar bits with showmanlike smoothness. Mark Huling knows how to handle his fish ester and makes up the bits to get juicy ends and heavy chuckles.

Ed Sullivan's Hardest Moon winners and Tommy Dix are held over. Pic, Meet the People, in second week. Bile fair.

Bill Smith.

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VAUDEVILLE REVIEWS

Chicago, Chicago

(Reviewed Friday Afternoon,

September 15)

New show does not come up to the standard of stage presentations usually featured at this house. Bill lacks punch, name attractions and variety to make a well-balanced bill. Good is its strong engagement at the house, and the Murish Sisters are the headliners. That the Sullivan and the Gers are too young to support, with Lou Breese and his house ork furnishing the music. Cool, spotted in second slot, scored with *Is You Is or Is You Ain't*. *You Always Hurt the One You Love*, *Always and Amor*. Heavy applause brought him back for two encores and led had to wait off after the band started to play. His voice and stage appearance has improved considerably since his appearance here a few months ago.

The Murish Sisters closed in good style, giving the audience plenty of singing and harmony. Gals are smart in selecting new numbers. Instead of using same repertoire as when they played the Ches Place here recently.

The opening act, didn't impress. Started off at a slow pace, which continued until they went into their fast-stepping tap routine. The comedy knockout was mostly first, with too much repetition of gags and falls. Pulled a fair hand.

Al Gordon and his trained canines supply the show's laughs. Act is well presented, with pups going thru a series of amusing tricks that merit attention.

Lou Breese and his ork dished out with a sweet swing arrangement of *San Fernando Valley* as their opening number. Later they presented a novelty of *How Singing Out a Star* would sound on a broken, run-down phonograph. Pic, *I Love a Soldier*. Jack Baker.

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon,

September 12)

Pete that Earl (Patina) Hines was advertised and later changed to another date, making it necessary to fill in. In plain-hitters, may have accounted for the slowness of this show.

Al Lyons and his Orpheum ork open the show with a medley from *Starry Woethey*. The job is good, mostly because of arrangements. Lyons is his usual okay self on amusing.

Clayton and Phillips open with a balancing routine interspersed with comedy. The balancing, most of the good tricks done in the opening part, goes well. The comedy isn't side-splitting by any means. Reversing the routine and working up to their crack tricks would help a lot.

Fredie Denn follows with vocals in Spanish and goes into *Begin the Beguine*. His voice is good, but he doesn't sell the stuff.

Ford, Harris and Jones, Negro dancing trio, are hot on stepping. Vocals are principally fine stuff with little melody and devoid of harmony. Trio should stick to dancing.

Wally Boag gets a good hand for his bunter and inflated balloons act. It's not so much what he does as the way he does it. Had to beg off.

Spotted next-to-closing, Miss Sullivan, with headlines, warms up on a swing tune and follows with *Molly Malone* and *I'm Lost*. She scores only average on these. Coming back she does *Look Lovend*. There's only a ripple of applause when she stars to sing the featured song. It may be that too much was expected.

Anyway, the show was disappointing. Val Seta, baldish juggler, closes the show with his routine of comedy club throwing and trick buster. Enters on a unicycle and then gets down to three-ball stuff and clown. His trick with the four silver dollars from the foot to the catches on the forehead, chin and in the eyes gets a good hand.

The pic *They Made Me a Criminal*. After such a vague show, 'tis no wonder. Sign Abbott.

Downtown, Chicago

(Reviewed Friday Afternoon,

September 15)

Current show, the third since the house changed its policy from burlesque to straight vaude, is a well-balanced variety bill, starring Smiley Burnette, with Lois Andrews as the added attraction, Elmo Tanner, Wilkie and Darc and Maudie Vierra support. Johnny ("Scat") Davis and ork supply the music.

Curtain raises on a sharp swing tune. Later in the show the ork dishes out *Pix Get By* and *The Sheik*, featuring a hot Dickeland band, consisting of seven members of the house ork. Davis comes thru on this number with a hot trumpet solo that gets plenty of applause. Lad has been doing a fine job as emcee and fronting the band since he took over the position on the opening week.

Smiley Burnette's drill humor and homespun jokes get plenty of laughs. He does an imitation of sundry sounds. Closes with an accordion playing of *Some of These Days*, *My Wonderful One* and one of his movie favorites which he composes himself, *Idiot Down the Canyon*. Lois Andrews, who has been here a few days, here, didn't impress to any great extent, probably due to the fact that she missed rehearsal. Oil had to appear immediately upon her arrival and didn't have a chance to change costume. Did two vocals, *Millions*, *Keep These Bottles Quiet* and *Every Day of My Life*. Her voice is weak. However, when she gets into the swing she will probably do better. She is a cute little trick and has an abundance of personality.

Elmo Tanner does his regular routine, whistling *Standards*, *Classical Capers* and *Nola*. Does a vocal of *Strapless Up* and *Fly Right* and Whistler's *Mother-in-Law* which didn't impress. Bowled off to a fair hand.

Wilkie and Darc opened with a good routine of knockabout comedy and dancing. Led closes the act with fast tumbling that gets a good hand. Maudie Vierra, booked in at the last minute, furnished the comedy clownsphere with his animal act. Turn features two monkeys, who go thru a series of tricks, and two dogs. Animals are well trained and supply plenty of laughs. Vierra would do well to cut down his act as it is a little bit too long for vaude presentation.

Pic, *Find the Blackhearts*. J. B.

Music Hall, New York

(Reviewed Friday Afternoon,

September 16)

Autism, album is the title of the new offering at this music house and it is a better show than several predecessors. As is customary here, the performers are beautifully marked and work against imaginative settings. Later, for a change, are made use of instead of ignored.

After a well received Technicolor offering by Bruno Rappa, in which Josef Rosenkranz, bill gets under way with a *Gold and Silver Waltz* number by the duo of Betty and Claude. Then comes Almerinda Drago are the ballerinas. Corps is split into two parts, with each moved in and out of the set on a revolving stage, an effective idea. Roulion is a classic one, but ably delivered, the Mises-Gioff and Drago bosing in some interesting solo bits. Number phrases and gets good hands.

The Graysons follow with a smooth blending act. Good-looking couple do slick, slow balances, lifts and stunts, and sell themselves and their stuff handily. Act finishes with a series of fast up-over-and-round whirled and rates good response.

Set in *Corral* is the third number, bringing on the Rockettes for their usual Corps. The act involves fast breaks, skipping taps and similar stuff, all very well done to hearty reaction from the post-actters.

Next-to-closing spot has Coleman Clark and Allan Thoms in a fast demonstration of take-tennis proficiency. James Ross, another ace, does a good job of explaining what's happening. Two girls keep score in view of the audience. Paddle-wielders first exhibit various shots and then play a variety of ball game. (See MUSIC HALL, N. Y., on page 34)

Olympia, Miami

(Reviewed Wednesday Afternoon,

September 12)

There is another good bill this week, with Freddie Gale and his Tango Boys holding over, their musical numbers getting a great hand. The act is surefire and lives up to its rep gained in South America.

Arthur and Morton Havel, songwriters, sing their own hits and are well received. Ray and Harrison offer a different dancio bit and play a variety of ball game.

Four Creodons, swell acrobats, do their balancing stunts to a big hand.

Les Rohde and ork replace Dave Tyler. The new master promise to fill the spot nicely.

Pic is Henry Aldrich's *Little Secret*. Bile very good. L. T. Berliner.

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Acts • Units • Attractions

A
Adams, Kirk, Doug (Pat) Hagerstown, Md.
Adams (Admiral) Hagerstown, Md.
Adams, Bill, Portsmouth (Indiana) Fort Wayne, Ind.
Adams, Ray (Swing Club) NYC, ne.
Allen Sisters (Erma's) NYC, ne.
Alton, Ray (Swing Club) NYC, ne.
Andrews Sisters (Paramount) NYC, ne.
Anson, Dave (Latin) Hartford, Conn.
Anson, Original (Original) Hartford, Conn., 11-22.

B
Boards, The (Palace) Cleveland, t.
Bart, Paula (Glenn) East, Ossini Brooklyn, ne.
Barnes, Lela & Dana (La Congo) NYC, ne.
Barnes, Sam (Club Room) Portland, Ore.
Belmont, Bob (Troadeo) Henderson, Ky.
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Bond, Gertrude (Curtis) NYC, ne.
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H

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Hartford, George (Pat) Fort, Mich., 11-22.

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See Shows

Francy's, Dorothy, Ice Time (Adolphus Hotel)
Dallas

Walt, Joe & Joe (Center Theater) NYC
Lamb-Young Ice Parade (Titusius Hotel)
Washington

Detroit Club Biz

On the Up-Swing

DETROIT, Sept. 16.—Surprising turn of
business in the past few weeks is generally
reported at local night spots.

The party is partly the result of a
reaction to the 20 per cent tax situation,
now being generally abolished. The big
warrior, Johnny (Baltimore) Bait Lake City,
until Oct.

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(Communications to 1564 Broadway, New York 19, N. Y.)

Voice Combos Not in Dough Despite Big Lounge Business

NEW YORK, Sept. 16.—Despite the shortage of drinkery acts, few of the spots buying talent are interested in vocals, in the opinion of the trade. Many agree they can now take a chance on taxable talent, with the tax bite cut to 20 per cent, but seldom do they buy an act or a unit with depend entirely on voice to deliver. Some of these units accustomed to giving out with voice, sans instruments, have been the handwriting on the wall and have added hardware to their repertoire. Perforce say, however, that these newly formed combos are other unknown quantities or they just lean on their instruments.

In recent months this drinkery has been picked up to where it is back to where it was before the 30 per cent are bit 'em in the neck. The increased bar has resulted in a tendency to pay more for

units, but only in rare cases is this increased demand for unknown acts in the recognized packages that get the dough; those that played a good instrument and sold a nice song before the tax. New units seeing this willingness to shell out are wondering why they can't get some of the money they hear about.

Three-Partner Punt

It is with the Johnny-come-latelys that agents have the most trouble. A talent shortage does exist. This, too, spitters are unable to. But no matter what the shortage, a new combo, particularly a voice combo, is a hard package to sell. To get the big money, they must first demonstrate quality and style to be distinctive. Many units insist they have the stuff and all they need is the chance. An agent hungry for acts is only too willing to give it work. But, and here say agents, is the big but—these combos have congested ideas of money. And while agents would be only too willing to get it for them they would be cutting their own throat by the packages don't live up to their build-up.

A voice outfit which has added instruments can usually be sold for about \$300. Stories of big dough may often give such a new combo ideas of grandeur and insist on pay \$600. Sometimes it gets it price, even for a one-nighter, then fails to deliver. It is behind the eight ball as far as future bookings are concerned. The answer this year, centers, is that the package was overvalued in the first place.

Overselling Hurts

Another reason that large agencies give against the dangers of overselling a new group is that such a deal frequently works an injustice on the spot. Frequently an act will buy an old voice unit, with new instruments added, on the basis of agent's selling talk. Right at the agent's word, the act is then fails to deliver. It is behind the eight ball as far as future bookings are concerned. The answer this year, centers, is that the package was overvalued in the first place.

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Reviews

Helsing's Vodvil Lounge

The opening bill, which has been held over, is quickly recalled. It features Dorothy Clarke, Paul Gray, Kim the Magician, June Hart, and Chet Rebel and Cork.

Miss Claire, former thrasher with Bob Crosby, Sonny Dunham and Boyd Rieburn, does a fine job in her first appearance as a single. She has a good voice and knows how to sell her numbers. Her warbling of *Is You or Is You Not?*, *I Had To Be You* and *Strapless Up and Fly Right* are well received. She makes a good appearance and has a fine wardrobe.

Paul Gray handles the emceeing job. This versatile chap does everything from singing ballads to impersonations. Highlights of his routines are his clever imitations. He interposes his numbers with good, clean gags, has a nice personality and clicks with the crowd.

Kim fooled the customers with a score of close-up mysteries, featuring his spider trick, where he makes a brass trap appear and disappear from a seemingly empty cone.

June Hart dishes out accordion melodies that are up and rhythmic. Her master has an abundance of pep, keeping up continuous action throughout her number.

Bob Crosby comes out with a fine vocal selection, *Serenade to a Weathly Widow*. Jack Baker.

Chuck Liphardt

(Reviewed at Russell's Silver Bar, Chicago.)

This musical young group is composed of four young chaps who are now enjoying their sixth engagement at this spot. Their act, popular with soft music, large library and up-to-date style in presenting both pop and old-time rhythms interspersed with hot swing and rhythmic numbers.

Unit is composed of Chuck Liphardt, doubling on sax and clarinet; Frank Ames, bass; Ross Gorgone, accordion; and Vincent Abbott, guitar. Their best features are the popular and melodic tunes of the group, which they swing smoothly. They show plenty of tedious rehearsing and good timing.

Late in the evening they make a nice appearance. They would add to it if they would dress uniformly. Group works hard and do a creditable job, entertaining the transient customer at this busy spot. Voices are pleasing and blond well. J. B.

Off the Cuff

Easts

LINDA CHASE starts at O'Connor's Restaurant, Albany, N. Y., September 20 then goes into the Lenox Restaurant, Detroit, October 1. FARMER and WAYNE open at Anchor Bar, Buffalo, September 25. JEAN HAMILTON follows into Anchor Bar October 9. AVIS KERR, at the Fillmore House, Providence, R. I., ROBBY REED at Crystal Lounge, Troy, N. Y., MARIO SEBASTIAN into the Park Lane, Buffalo, December 2 then into Macfadden's Deauville, Miami Beach, Fla., December 2 for the winter.

MITZIE JOYCE begins at Cafe طهران, Philadelphia, September 25. NOVEMBER current at Boulevard, Queens, New York, leave for USO tour. PAUL WEBER at the Flagship, Newark, N. J., indefinitely. SUE ROGERS starts at the Bar, Kingston, N. Y., September 20. JACK FARREL and The Three Jays go to the Dubucent, Newark, N. J. (See OFF THE CUFF on opp. page.)

Wolf Keeping 500 Club Open as Cocktail Lounge

ATLANTIC CITY, Sept. 16.—Irvin Wolf's 500 Club, operating as a class nity all summer, remains open a year round as a cocktail lounge.

Full policy is continuous shows and instrumental entertainment in the restaurant club, annex to the gay spot, and in the popular musical bar. Three units will be based on Leo Martin's unit, Wendell Mason at his piano with songs and Johnny Willis's Three Notes of Rhythm.

Helsing's Hits Pay Dirt Again With Live Acts

CHICAGO, Sept. 16.—The first real comeback of entertainment in the cocktail field here, which was started September 1 by the Zed-Helsing group, operator of a chain of spots, has opened a boom for their act spot, Helsing's Vodvil Lounge.

Located on the Windy City's far Northside, spot, non-tax since July, swung back to former vaude-type policy, which it introduced over two years ago after five months of straight instrumental music.

The result of the move has been a steady flow of customers, with capacity crowds over the week-ends and a neat increase in business on the off-nights.

Grosses, according to the management, have jumped to a strong high, with both week-ends (September 1-3 and 8-10) hitting a top mark for the year.

During the last two weeks a close check-up has been made on whether or not patrons objected to paying the extra which occurs to be the main drawback, keeping many of the spots from going back to their entertainment policy.

To date, patrons seem to be in favor of the additional entertainment is well worth the extra revenue they have to dish out. The success of the well-known venture, and the fact that the tax does not interfere, may start a trend toward bringing back entertainment in lounges here.

Sam Donsky Adds Another To Chain of "Lou" Bars

PHILADELPHIA, Sept. 16.—Lou's Moravian Bar, in the center of the city, first musical "Lou" in town, has been sold to Sam Donsky.

The property, assessed at \$13,700, occupies a lot 32 by 38 feet. Donsky also operates Lou's Chandelier Bar, downtown and Lou's Germantown Bar in that same sector. Two units used at each of his spots.

Standish Hotel, Boston, Opens Cocktail Lounge

NEW YORK, Sept. 16.—Another new cocktail spot went into business when the Mue Standish Hotel, Boston, opened its new room.

Place has bought Buddy Bonds, organ, and other stuff, according. Both started September 11.

New drinkery is managed by Oli Johnson, former manager of Dixie Hotel here.

BERNIE FURMAN can be heard at Wonder Bar, Wausau, Wis. . . EMILY JEAN appearing at La Jolla, Racine, Wis.

ONE FOR THE BOOKS

To Have a Cocktail

Sweeping the Nation

FOX-MAYA MUSIC CO.

SA W RANDOLPH ST. CHICAGO 1, ILL.

VOGAL INSTRUMENTAL

MEMORY LANE QUARTET

Featured Vocalist, BONNIE PAL

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Personal Rep. LEO COHENGRUN

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The World's Enlarged Orchestra New York City

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The Teak of the Nation 3 Blondes 3 Voices 3 Instrumentalists DALE SISTERS

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Tall-Tuneful-Terrific MOLLY CRAFT

Versatile Singing Pianist Philadelphia, Pa.

In Demand Everywhere The OWEN SISTERS

The Nation's Most Popular Old Time Portland, Maine

Sweetheart of Piano and Song AUDREY THOMAS

Detroit, Mich.

"Comedy Bombshell of Song" MARIA LOPEZ

Miami, Fla.

THE STEWART TRIO

featuring BETTY STEWART America's Foremost Vocal-Trio Artists New York City

ARTIE RUSSELL and His Orchestra

Dance Music-Show Music-Entertainment New York City

Here "Tri-A" One-Man Show in Ballroom "Tri-A" Entertaining Organist and Accordionist

Currently U. S. G. Camp Shows Over Seas

300-Seat Lounge To open in Pitts

PITTSBURGH, Sept. 16.—A new 300-seat lounge is due to open here September 25, under the hands of the Woodrow Show Bar Lounge will operate with three acts at all times.

Spot is situated in Downtown Pittsburgh and is being operated by a combination which has interests in several mid-west restaurants. Sid Merkle, local bookie, is reported to have a financial interest as well as the act-contracting privileges. Merkle at present is buying from Frederick Brock. Owners are said to be spending upward of \$35,000 for construction and decoration.

Bon-Bon Contracted To Cut 16 Disks Yearly for Beacon

PHILADELPHIA, Sept. 16.—Bon-Bon, lounge performer who is now doing live shots weekly on Station WCAU, has been set out to disks for Beacon Records on a long-term contract.

Deal calls for approximately 16 sides a year. First eight are due to be waxed in a couple of weeks.

3 Peppers for Disk Cheers

PHILADELPHIA, Sept. 16.—Three Peppers, septa trio opening at Swan Club, signed by Decca for records. Group is also signed for RCA Soundies, movie machine reels.

ANDREWS—John, 65, known in the athletic circles as Jack, died September 8 at his home in Edenheim, Pa. His widow, Mabel, survives. Services September 11 in Philadelphia.

CLARK—Thomas, son of Val Clark, newsreader on Station KTLN, Detroit, reported killed in the Italian war theater.

COLSON—Kate, 63, mother of Kathryn Colson, Magnolia, Ind., actress of the silent screen, September 6 in Los Angeles. She played in legit in Kansas City, Mo., and also as films with her daughter. Besides her daughter, she is survived by a son, Stanley. Services September 8 at Mother of Good Counsel church, with interment at Calvary Cemetery, Los Angeles.

FURR—Mrs. Doris Mae, 34, known as Mae Winter, "Albino Girl," fatally shot in Greenwood, S. C., September 8. Her estranged husband, T. C. Furr, admitted the shooting, police say. Mrs. Furr had appeared in side-shows with James B. Strates and other shows. In addition to her estranged husband, she is survived by a son, Earl, two daughters, Ann and Alberta, and her parents. Services at First Baptist church, Greenwood, with interment in the church cemetery there.

GECINA—Jacqueline, 44, formerly violinist with the Los Angeles Philharmonic Orchestra, died after a long illness in Los Angeles Sanitarium September 12. Survived by two sons, Nathan and Sergeant Alex; a daughter, Jeanne; and a son, and a brother, Michael, a U. S. Philharmonic cellist, and Naim, violinist.

GHEON—Henri, 68, French author of religious plays, novels and biographies. In Paris shortly before the liberation of the city, according to a CIP press service report. Among his plays were *The Profound Life of St. Francis of Assisi*, *The Triumph of St. Thomas Aquinas* and *The Meeting of St. Benedict and St. Scolastica*.

HOWARD—Fred, 43, concessionaire, following a lengthy illness in Vaughn Hospital, Morgantown, Ky., September 10. He had several concessions and a side show on the W. E. Page Amusement company. Survived by his wife, Mary Howard, and a step-son, Ellis Roberts. Services and interment in Morgantown Cemetery.

KLINGENBERG—Alf, first director of the Eastman School of Music, Rochester, N. Y., died at his home in Oslo, Norway. He was director of the school for a year and then returned to Norway.

LAHDY—William B., 56, theater owner, suddenly August 29 while driving his car at Antigonish, N. S., where he was owner of the Capitol Theater and half owner of the Celtic Dance Hall. He was mayor of Antigonish. Survived by his widow, seven sons and five daughters.

LEE BOWEN—John, 44, musician, in Omaha recently following a stroke. She toured with Bud Browne, Jack Lord and

THE FINAL CURTAIN

El Lucca bat companies a number of several years. Prior to the current ice roadshows, Relfow organized his own ice roadshows and presented them at the arena. Midget auto racing, introduced by him both at the arena (indoor) and Wabash Stadium (outdoor), flourished for about 10 years under his guidance. Survived by two daughters, Shirley Jean and Mrs. Elizabeth Ann Blander, and his widow. Services at Berger's Funeral Parlor, St. Louis, September 24.

Fred Terry

Fred Terry, 79, business manager of the *Chicago Horseman* and *World*, died in St. Vincent Hospital, Indianapolis, September 11 after a short illness. Born in Wilton, Ia., he and Mrs. Terry would have observed their 50th wedding anniversary September 12.

He was graduated from the University of Iowa in 1886 with a degree in civil engineering and was a member of Sigma Chi fraternity. He had been business manager of *The Grand Rapids (Mich.) Herald* and of *The Chicago Horseman*. He founded the *Horseman and Fair World*, Indianapolis, in 1907, and long was active in promotion of harness racing, sponsoring numerous stake races.

Survived by his widow, Mrs. Isabel Terry; son, Robert L. Terry, editor of the latter publication; daughter, Mrs. J. F. Buckner, Bluffton, Ind., and five grandchildren. Funeral services were held September 13 in the Plummer & Buchanan Mortuary, Rev. E. Burdette Backus, All Souls Unitarian church, officiating, with interment in Crown Hill Cemetery, Indianapolis.

POWERS—Samuel (Poke), 72, former circus clown and theater employee, in Chester (Pa.) Hospital following injuries sustained when struck by an auto September 8. He was with the Greaves Circus and later employed by park and theater operators in Chester. Survived by his brother, James, Chester.

REEVES—Dorothy, former sex actress and owner, in Los Angeles recently. She toured Nebraska, Iowa and Kansas in the early '30s. Following cremation her remains were sent to St. Moines.

REYFOLD—Earl, 51, lessee of the Winter Garden Ice skating rink, St. Louis, his home in that city September 12 following a heart attack. Relfow had been identified with sports and amusement promotions in St. Louis since 1924 when he and a group of friends introduced the St. Louis Flyers, ice hockey team, in that city. After that he was general manager of the arena there for

several years. Prior to the current ice roadshows, Relfow organized his own ice roadshows and presented them at the arena. Midget auto racing, introduced by him both at the arena (indoor) and Wabash Stadium (outdoor), flourished for about 10 years under his guidance. Survived by two daughters, Shirley Jean and Mrs. Elizabeth Ann Blander, and his widow. Services at Berger's Funeral Parlor, St. Louis, September 24.

RICHARDSON—Mrs. Mary C., 50, former theater musician and wife of W. J. Richardson, stage manager of Palace Theater, South Bend, Ind., in St. Joseph Hospital, that city, September 8. In addition to her husband, she is survived by four daughters and three sons. Remains sent to St. Patrick Roman Catholic Church, South Bend, September 11, with interment in Highland Cemetery, South Bend.

SAOEBQUIST—Eric, 45, conductor-violinist of *First Night* program on Mutual, at his home in Chicago September 11. Prior to his program spot, he had recorded with orks and played in theaters and night clubs in Chicago and at radio stations. Survived by his widow, two brothers and a sister.

SCHERERHORN—Charles T., former Detroit radio commentator and father of Jane Schermerhorn, who operates an amusement publicity bureau there, in Detroit September 9 after a long illness. Survivors also include his widow and one son. Interment in Woodlawn Cemetery, Detroit.

SEGAL—Mrs. Leon, mother of Nat Segal, musician and operator of the Down Beat Cafe, Philadelphia, September 11 in Jefferson Hospital, that city.

BONDAY—Munday, 40, Los Angeles theater owner and turfman, September 9 in Los Angeles. Survived by his widow and a daughter, Billie Jean. Services September 8 at the chapel of Breese Bros. & Co. Ltd., with interment in Inglewood (Calif.) Park Cemetery.

IN LOVING MEMORY
of My Dear Husband
JESSE M. SHOAT
who died September 24, 1941
NORA ANN SHOAT

STEINER—Cecor C., 86, Hungarian-born composer, conductor and improvisor, died following a lengthy illness in Los Angeles September 9. He is said to have introduced John Philip Sousa and Rufus W. Buit to European audiences. Survived by a son, Max, composer.

TRIPLETT—Pvt. Luther O., formerly with Tex Ella Wild West Show, killed in action, a France July 11. His widow,

Chasie, is with the show.

WEISS—Max, 62, born in Czechoslovakia and came to this country at the age of 10, by the way of his widow, Mrs. Edna Weiss, and his sons, Ben and Harvey, concert pianists, and daughters, Sylvia and Nettie.

Marriages

BEECHAM-THOMAS—Sir Thomas Beecham, symphony conductor, to Margaret Betty Thomas, concert pianist, in New York September 7.

BUSSEY—Pvt. 1st Lieut. Frank R. Bussey, United States Marine Corps, to Rita Petras, Metropolitan Opera singer, currently appearing in the Broadway production, *Sons of Norway*, September 3 in New York.

CLARK-SABLE—Daughter Clark, actor, to Marilyn Sable, actress, of the Chicago production of *Kiss Me, Kate*, in Watling, N. J., September 12.

FUCHS-LEVY—Joseph Fuchs, former concertmaster of the Cleveland Symphony, to Dr. E. B. Levy in Scranton, Pa., September 8.

GAUT-COCHRAN—Victor Gaut, State of WCPB, to Mrs. E. B. Cochran, nurse, in Cincinnati September 8.

GOLDEN-STONEHAM—Freeman Golden, Amos of Amos 'n' Andy, to Jane Stoneham, nurse, at a marriage ranch, Scotts, Calif., September 7.

HARLAN-RAFFERTY—Major John E. Harlan, to Frances Rafferty, film starlet, Hollywood August 30.

McLAIN-OLIVE—Leonard McLain, WCAE organizer, to Alice Olive, nurse, September 8 in Ocean City, N. J.

PARKS—CARRETT LARRY, Parks and Recreation Dept. planning singer, at St. Thomas Episcopal Church, Hollywood, September 8.

SPIITALAY-RUBIN—Jack Mottor Spitalay, son of Leopold Spitalay, orchestra conductor, to Miriam Rubin, non-pro, in New Haven, Conn., September 12.

TRAVILLA-DRAKE—Billy Travilla and Donna Drake, movie players, in Santa Monica, Calif., August 19.

Births

A son to Mr. and Mrs. Ben Selvin in New York September 15. Father is recording manager of AMP and music director of Muzak.

A son, Eric, to Mr. and Mrs. Fred Harper in Cincinnati, September 2. Father is chief announcer at station WLW.

A daughter, Maurine Lee, to Mr. and Mrs. Maurice Truck in Corvallis, Tex., August 29. Father is chief announcer lighting on Cavalcade of Amusements and mother was formerly assistant secretary of Radio City.

A daughter to Mr. and Mrs. Carl Johnson at St. Joseph Hospital, St. Paul, August 26. Father is circus boss and manager and lot superintendent.

A son, Carl Kelly, to Sgt. Carl and Mildred McKenna, in Cincinnati, September 3. Father was associate editor of *The Billboard* before entering the army three years ago.

A daughter, Nancy Elizabeth, to Mr. and Mrs. J. J. Burnham, September 8, at Jewish Hospital, Cincinnati. Father is chief accountant at station WLW.

A daughter to Mr. and Mrs. Nick Bennett in Lying-In Hospital, Philadelphia, September 13. Father is the accordionist with Eric Wilkinson's WBGO orchestra.

A son to Mr. and Mrs. Paul Featherstone in September 5 at St. Joseph Hospital. Father is harpist with Spade Cooley's Western Dance Gang.

A son to Mr. and Mrs. William Torans August 30 at Wilmington (Del.) General Hospital. Mother is the former Mildred Kewler, vocalist with the Paul Whitman and Freddy Martin bands.

A son to Mr. and Mrs. Bernie (Corcorator) Berles at St. Agnes Hospital, Philadelphia. Father is the orchestra conductor.

A son to Mr. and Mrs. Neil (Sonny) Fontaine September 12 in Jefferson Hospital, Philadelphia. Father is orchestra conductor and singer.

A son, Michael, to Mr. and Mrs. William Marshall September 13 in Hollywood. Father is film actor and mother is Michele Morgan, screen actress.

A daughter, Bette, to Mr. and Mrs. Jerry Bundrick at Children's Hospital, San Francisco, September 9. Father is a former San Francisco night club press agent.

A son, Carol Louis, to Mr. and Mrs. Charles Hamilton in Cincinnati, September 4. Father is studio engineer at WLW.

Arthur Richman

Arthur Richman, 56, playwright, in Lenox Hill Hospital, New York, September 8 following a heart attack.

A sentimental comedy, *Not So Long Ago*, was his first play to be produced on Broadway in 1920. Ambush, another play, with Florence Eldridge in the lead, was produced by the Theater Guild the following year and in 1923 was presented at the Ciro's Theater, London, starring Madeleine Marshall, whom Richman later married. In 1922 his comedy, *The Aynal Truth*, with Ian Claire, was another successful production, and in later years the motion picture version was made with Irene Dunne and Cary Grant.

Among Richman's other plays were *The Serpent's Tooth*, 1922; *The War Cry*, 1924; *Isabel* (adapted), 1924; *Oh, Dr. Jekyll*, 1925; *Antonia* (adapted), 1925; *A Proud Woman*, 1927; *Heavy Traffic*, 1929, and *The Seven Changes*, 1935.

At the time of death he was a director of the American Theater Wing War Service, Inc. He was president of the Authors' League of America from 1928 to 1930 and president of the Society of American Dramatists and Composers from 1925 to 1927.

Services were held at the Frank Campbell Funeral Home, New York, September 13. A son, John Marshall Richman, survives.

IN MEMORIAM



CLARENCE A. WORTHAM

Died September 24, 1922
BECKMAN & CERGY WORLD'S BEST SHOWS
B. S. CERGY

SLA Red Cross Fund Over \$10,000

CHICAGO, Sept. 16.—Funds collected for the Red Cross War Relief Drive by the Showmen's League America now total over \$10,000 and contributions continue to come in every week.

Amounts received about last report:

P. E. Gooding Amusement Company (5 units)	\$296.10
Alamo Exposition Shows	139.25
John W. Collins	10.00
Harry Lewiston	10.00
Bunny Bernet	5.00
Two Tontal	5.00
Add'l from Atwell Luncheon Club	36.00
Conklin Shows	\$60.90
Total	\$665.11

This week's contributions bring the total to \$10,201.25.

Bantly, Walled By Polio Bans, Plays Mt. Airy

MOUNT AIRY, N. C., Sept. 16.—After one of the most successful early seasons in the history of the town, the Bantly show was severely hit by polio bans.

"The show, bucking against a stone wall of closed counties and cities, had five weeks in Newport News blocked and other spots canceled, plus five fairs in the South," said a show official here.

Cities of Elizabeth City and Warwick in Virginia were closed, Elizabeth City to be open again November 1, according to the health department of that county. There has been official statement of any county official as to when Warwick County will be opened. This country studies Newport News and Hilton Village, Manager Herman Bantly was said to have done everything possible to co-operate with Warwick County officials.

Show moved for a two-week stand in South Norfolk, Va., and played one week in Virginia Beach, Va., before being without any difficulty. Despite cancellation of Mount Airy fair, show officials decided to play a date there, because Henderson, N. C., had decided that the fair would go on there.

Walter D. Noland left to join Frank D. Sheen at Virginia Beach. Ralph Perry joined here to be assistant to L. C. (Ted) Miller.

WP Marne Repeater Is Better Than Bow; Second Road Wreck

DOWAGIAC, Mich., Sept. 16.—World of Pleasure Show's second engagement at Berlin Pier, Marne, Mich., August 29-September 1, was even better than the first, said officials. The trailer was badly damaged 16 miles from Marne in the second wreck this season and in the history of the show. Business has been excellent so far this season.

Belding, Mich., on Labor Day was up to expectations, receipts topping last year's. Shows were down Friday night in Marne, and opened Saturday night in Belding, reported Roy Marks. New trucks have been purchased by Bill Postlewaite, James Carroll, Troy Scruggs and Sam Soler. Lee Elliott and Warren Smith kept the first motor without delay. New trailers were purchased by Frank Worrebeck and K. O. May.

Show has several weeks in Indiana before returning to Detroit quarters. Only losing week was in Plainville, Mich., only three nights being worn enough to open. The week opened the season and are still with the show include P. J. Poole, Frank Worrebeck, E. Clay May, Pat Notone and Roy Scruggs. The trailer was with it for some time are Bill Postlewaite, Carl Hammond, Shorty Arthur, Oleg and Troy Scruggs. Lee Elliott is in charge of the transformer wagon for the second season.

A tiny tractor accident occurred when a trailer was hit, carrying platform and driven by Carl Hammond, overturned going into Kalamazoo, Mich., but the show was in on Monday night, as all ride men pitched in.

Conklins Tilt Quebec 32%

Show train takes siding for special-bond for Roosevelt-Churchill meet

QUEBEC, Sept. 16.—Conklin Shows upped the midway gross about 32 per cent over that of '43 at Quebec Exhibition Provinciale, September 1-10, said President J. W. (Pat) Conklin. Fair attendance of 211,000 was 18,000 above last year's gate.

The show was delayed about three hours on route to clear lines for special trains arriving in Quebec for the Roosevelt-Churchill meeting. Toward the end of the fair gross interest was interested in the war conference and many notables on hand visited the exhibition.

Playing of the entire midway area last spring, conceived by the Conklin org. more than proved the worth of the improvement during the rains that came.

Alamo looks For 30% Win

PLAINVILLE, Tex., Sept. 16.—Trip thru New Mexico for the Alamo Exposition has been highly successful, with receipts running ahead of last season, reported Ted Custer, Back in Texas to play the larger cotton spots, and with prospects of a bumper crop, the show this season will be a winner over last year by about 30 per cent.

Another bingo party was held September 15 in Hobbs, N. M., for the show's Red Cross fund. \$200,000 being turned over. Bingo will be held weekly. Rosemary Rubick is in San Antonio on business as president of a national show. Monday night quarters purchased by Owner-Manager Jack Rubick, Tony Kiltnerman, on the sick list, is expected back soon.

Hobbs, last stand in New Mexico, gave a big week and the move to Plainville was made in good time. With all rides, shows and concessions open Monday night to okay returns in cool weather. Dodson's World's Fair Shows was at Amarillo, and many visits were exchanged.

Louis Ringold, general agent, is out ahead on the route for remainder of the season. Alamo the labor situation has been difficult at times, no openings have been made and no serious accidents have occurred, no happens last year. Albert Wright will enter a hospital at end of the season for the operation on his

Soltau's J. P. Conviction Out Libeling Minn. Board Is Appealed and Bond Posted

WORKHOUSE Sentence Is Suspended

MINNEAPOLIS, Sept. 16.—Pound guilty of libeling Minnesota State Fair board officials, Rev. Henry J. Soltau was given a six-month prison term by the Federal District Court here today after a series of stormy sessions after Soltau's arrest was demanded by Raymond A. Lee, fair secretary. Justice Lehen, after handing down his verdict and imposing sentence, suspended the workhouse term.

Soltau immediately reiterated: his charges that gambling prevailed on the grounds at the '44 fair and announced he would appeal to Ramsey County District Court, St. Paul. He posted an appeal bond of \$200. Justice Lehen's sentence followed a long summation by Judge Arthur LeSueur, attorney for Soltau. Conviction was based on a statement given by Soltau to newspaper reporters. Many of his followers were in the courtroom and from them came funds for the appeal.

Justice Lehen said there were only two defenses open, neither of which had been proved. Soltau, he said, admitted making the statement attributed to him and failed to establish that the facts set forth were true. Lehen said existence of gambling, admitted by Lee, observed by himself and other witnesses, conviction of bingo operators, was not sufficient to

Strates Ramble Gets Over Grand For Vets' Fund

YORK, Pa., Sept. 16.—At the James E. Strates Shows' Midnight Rambles for the Muscular Dystrophy Fund, with Owner Strates at the helm, September 8 after the night show in Binghamton, N. Y., with over 400 in attendance, more than \$1,000 was grossed for the cause. Show now has 42 members in armed service.

Highlights of the performance in the Vanities top were a burlesque magic act of Hugo Sacchini and Company and clever precision dancing and acrobatics by the Dolly Raoul Girls, reported Eddie Jackson, publicity director. Carol and Carletta did their "choosing-the-mare" version of the South American rumba, and comedy blackouts were put on by Jack Weiner, with assistance of comics Howard Russell, Eddie Sax Lee and Orville (Shorty) Gardiner. Vanities orchestra, including Carter and Al Blevins, Sax Lee and Harry Phil, helped to put the show over in a big way.

George Daniels, recently rushed to a hospital due to a chicken bone removed from his throat, is back after a week of recuperating at his home in Ogdensburg, N. Y. He will be in the show's two primary booths, No. 1 presided over by her, with Gertrude Barr as reader, and No. 3 with Gloria Caruthers and May Howe. Binghamton date had a drop in gross from the spring engagements. Nights were cold and there was much rain.

Mobile, Pensacola Are Set for RAS

PENSACOLA, Fla., Sept. 16.—Royal American Shows have been set for the 1944 Grand Shows in Mobile, Ala., and the Pensacola Fair this fall.

Announcement was made here Wednesday by J. C. (Tommy) Thomas, general agent for the shows, that he had concluded arrangements for the engagements.

Some weeks ago management of the Mobile fair had a consultation of the original dates, together with a voiding of a contract with Hennes Bros'. Shows to play the fair, but the fair board said it reserved the right to conduct a fair at later dates. These have been set. General Agent Thomas said the Pensacola Fair would follow that in Mobile.

eyes, Jackie French is due back from Knoxville, Tenn., where she has been visiting her daughter, who was visited by the show's publicity wagon. The show and the show will remain out as long as weather is good.

WM, C. & W. Beat Big Blow

But losses comprise concession stock, fronts and tops—operate on Friday

TRENTON, N. J., Sept. 16.—Had it not been for hours of warning and effective work in prepping for the blow, Thursday night's hurricane probably would have dealt considerable more damage than was sustained by shows in the East. In its over-all effect the gale was not nearly so disastrous as that of September 1, 1938.

Octin & Wilson Shows at New Jersey State Fair here had much ruined canvas, some trailers damaged by falling trees and midway was washed out for a time, but, after the storm, operations were resumed Friday afternoon. A big club resumed Jamboree skedded by the Octin & Wilson Show, for Thursday night had been called off, as well as a meeting of the banquet committee of the National Showmen's Association to have been held on the grounds.

At Brockton (Mass.) Fair it was reported that the World of Mirth Show, her of hand, had camped crashing damage. Although much concession stock was ruined and the fronts of the Midget Show and Quality Show were wrecked. General Manager Max Linderman estimated loss not as great as in a blow last September in Lewiston (Me.). Fair were able to resume operation Friday after sustaining some damage in the blasts of Thursday night.

Cavalcade Does 30G's for New Peak in Lincoln

HITCHCOCK, Kan., Sept. 16.—Making the season's record run, the Cavalcade of Amusements' train pulled here from Lincoln, Neb., early Monday afternoon after another record fair in that city. Races and midway closed with a special day Saturday and business was well staying for, said W. B. (Bill) Maylor, publicity director.

Opening Sunday and Labor Day brought out record crowds, reported E. J. Miller, fair secretary. With a big racing program and a packed midway each day. Shows and rides did big and, with extra over last year and the midweek well patronized, receipts put the Cavalcade well within reach of a midway record for the season. Expected to bring attendance of country people. Extra day on Saturday put the gross for shows and rides a few dollars over \$50,000, a big gain over last year and said to be financially better than ever before for fair association and carnival.

Conditions here are far better than in any previous year and a big naval base and unequalled farm crops are expected to give Kansas State Fair, September 17-22, its best run. John H. Beam is now in charge of the C. O. H. Robert Baldwin has the new record for the fair, having earned big dough under William (Sun-down) Wilkinson is trimmaster with a good crew. Station KPH, Wichita, Kan., produced a group of electrical transmissions of many of the Al Wagner show performances and every radio station in the territory has been using them for the past three weeks. Frank Mathews, The Wichita Eagle broadcasting service, is handling deal with Fair Secretary Sam Mitchell.

prove charges made in the statement. LeSueur held that the statement was "privileged" and that "if gains of chance were being run, they were in violation of the law."

gion, Mighty Shirley Midway, contracted here for two weeks under the Central Trades Council, has leased the lot used by Hennes Bros.

"When it's hot he wants it cold; when it's cold he wants it hot, always wanting what is not." Some managers are like that in telling their agent where to go.—Syllable Webster.

HARRY BARTON, Harry's Greater Shows, reported good business at the Newark (N. J.) engagement at Broad and Clark streets under auspices of the Bartenders' Local. Acts included Agnes Amato, trick motorcycle rider of Frank Amato's Motorcade, and Ruth Butler, feature dancer of Marie Barton's Girl Show. Edna and Helen Kousur operated a Two-Headed Baby Show. Feature attraction of the high-diving act was Madeline Schoemer, with Emily Reynolds, champ diving star. Frank Amato had 12 concessions; R. Joe, ball game; Al and Mary, cookhouse, with Kay Tucker at popcorn stand.

ARCADE Shows in Texarkana, Tex., week of September 4, opened Monday night, lost Tuesday night to rain and had rain Wednesday night after opening. Mr. and Mrs. Eddie Lynch entertained showgirls at R. A. Miller's Club Dallas Wednesday night. Present were Mr. and Mrs. Fletcher Tatts, Mr. and Mrs. Brownie Bishop, Mr. and Mrs. Ray Rivers, and daughter, Laura Mary. Mr. and Mrs. Glenn Edwards, Mrs. Marvin McCannless, R. A. Miller, Hoosier Johnny Guinn, Clarence McClellan and Virgil Silla. Mr. and Mrs. Ray Rivers remained in Texarkana. W. A. Reid returned after a successful booking trip. Fletcher Tatts reported good business with concessions and Fletcher Tatts Jr. entered school there.

PHIL C. TRAVIS, secretary-manager of Tennessee State Fair, Nashville, and

Mrs. (Gussie) Travis held open house to numerous members of the Johnny J. Jones Expedition when the troupe members jumped from Kentucky State Fair, Louisville, to Madison County Fair, Huntsville, Ala. September 5. The troupe who had visited the Jones show in Louisville, put out chicken dinners during the day to Mrs. Harold (Boots) Padlock, Mrs. Evelyn Cider, Bertha (Cyp) McDaniel, Josephine Hawthorn, General Manager E. Lawrence Phillips, Hal Effort and George Beaman. Mrs. Travis rode a bus to Huntsville to visit Mrs. Hedy Jones, who had ridden the show train on the run.

"MAY take out my own side show next season," remarked a lady. "My wife works electric chair, sword box, Buddha and the cross on balis. About all I'll need will be a shipment of snakes and two ticket sellers who can up and down it."

TURNER Bros.' Shows noted from Maitoon, Ill., September 4-8, by Jack Price: Business under Elks' auspices was fair, but not what it should have been because of the "gas machine" scare. A benefit show for the Showmen's League brought 8100 in one night. Among show members are a number of old-time vaude and burlesque people, who gave their services and bought tickets to work. Ethel Campbell and her girls did opening and finale numbers and each of the girls did a specialty. Walter Deering, of bingo, did mental and vocal numbers. Mary White, of the paintistry, and her brother, Muggins, of the Wheel, did vocals. Mark Campbell, Walter Deering and the writer did a barbershop trio and the writer was emcee and did magic. Music was furnished by a former vaudeville act, with one of the Elks, who was known as "Trene of the Ivories." Members of the Elks were guests. After the Mount Vernon (Ill.) date the show will go south.

In the Armed Forces

FORMER concessionaire with the Great Boston Show, John B. Ward shows and L. J. Heth Shows, Lloyd (Whitlie) Kelley, is stationed in Italy.

FORMERLY with Charles Lewis, of the Art Lewis Show, S/Sgt. Del Crouch Jr., son of Del Crouch, Motorcade owner on the J. C. Weer Shows, is stationed in England.

PFC. NELSON R. (ANDY) KIRRE, 32544665, former assistant electrician with Kaus Shows, is doing work with a medical detachment overseas. His address is APO 5834, care of postmaster, New York.

PFC. LEO LEVIN, son of Mr. and Mrs. Chester L. Levin, Midwest Merchandise Company, Chicago, Ill., former secretary at his station in the Caroline Islands in the South Pacific, that he had gained about 20 pounds since arrival there and now tips scales at 170 pounds.

INTERESTING letter from Pfc. William Powell, 32639800, formerly of the World of Mirth Shows and stationed in the Southwest Pacific area, informed that Capt. Myron Egan, former secretary of Roswell (N. M.) Fair, had been promoted to major. Now in his 10th month of service in the military, Powell added he recently received the Asiatic Pacific ribbon. He is with APO 922 care of postmaster, San Francisco.

BERNIE MENDELSON, PR3/c, naval air service, who has been assigned to a carrier aircraft service unit in the Pacific, lettered that his recent first parachute jump was "what you really could call soaring thru the air with the greatest of ease. I think I'll give this tent business the go-by and take to 'chute jumping for a living. However, on second thought, maybe I had better stick to the tent biz. It's considerably safer."

Lobby Lore

"How do you learn to run a rolldown?"

"Why, I got my education sitting around hotel lobbies and listening to the short-money boys blowing their dumb heads off."

"First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.



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OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
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LAWRENCE GREATER SHOWS

WANT FOR
Wayne County Fair, Goldsboro, N. C., Week October 2, Followed by High Point, N. C., Fair

Neatly framed Grind Shows, Fun House, Octopus and Roll-O-Plane. All Ten-Cent Stock Concessions. Will sell X on Gustard and Grab. Pleasant Show with own outfit; reasonable percentage. Foreman for Ride-O and Chairplane, also Second Man for all Rides. Top salary to reliable men. Long season in Florida. All address

Edenton, N. C., till September 30; Goldsboro, N. C., follows.

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LOCATION DESIRED

Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere!

Organizations, Landlords, Promoters—what have you?

Write in strict confidence! Satisfactory arrangements can be made!

REDEF & COMPANY 30 Clifton St., Newark 5, N. J.

WORLD OF PLEASURE SHOWS

AUBURN, IND., SEPT. 26-30—DeKALB COUNTY STREET FAIR

Want Monkey Show, Unicorn, Snake, Mechanical City, Animal, Fun House, Side Show and other worth-while Attractions. Liberal percentage. Can place Ride High and Workingmen on all Rides. Top wages.

JOHN QUINN, Mgr., Columbia City, Ind. (All This Week)

JIMMIE CHANOS SHOWS WANT

For New Madison, Ohio, American Legion Fall Festival—Bingo, Fishpond, Ball Games, High Striker. Will book any legitimate Concessions, Want Shows with own outfit. All replies **JIMMIE CHANOS**, Paulding, O., Fairgrounds.

PLAYLAND SHOWS

WANT BILLPOSTER WITH TRUCK OR CAR. TOP SALARY. WANT SECOND MAN FOR RIDES. MUST DRIVE TRUCK OR CAR. West. 14-23; Leavenworth Fair, Oct. 25-30; Chicago Fair, Oct. 2-7; Manchester Fair, Oct. 1-11; American Fair, Oct. 16-21; Coney's Fair, Oct. 23-28; Albany American Legion Fall Festival, Oct. 25-31; Middle American Legion Fall Festival, Oct. 3-11; then FLORIDA. RAYMOND KORHN, con. on REESEE, contact us.

CHAN WILCOX, Playland Amusement Co.

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Complete KENO Outfits

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GAMES, STRIKERS, ETC.**

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LEGITIMATE CONCESSIONS, PHOTO, SKILL GAMES, ETC.

Delhi Community Fair

September 25-30th

Good Own to Follow. Weather Permitting.

W. R. BROWNE, Cincinnati 2, O.

CLUB ACTIVITIES

Showmen's League
of America

Sherman Hotel, Chicago

CHICAGO, Sept. 18.—Club will be in full swing for fall and winter after the meeting on October 4. A nominating committee will be selected and a number of important matters discussed. Red Cross drive is now over the \$10,000 mark and the Mustering-Out Fund is showing some good action. Bill Carsky and his committee are still busy sending packages to members in service.

R. J. Reynolds, World of Today Shows, came in with the first reservation for the annual banquet and ball. Chairman Sam J. Levy will soon name supporting committee and he assures an outstanding affair. Tom Vollmar may have to come to Chicago for medical attention. Nate Hirsch and R. N. (Hi-Ki) Adams are still in the hospital. Ed Schorfield is convalescing in Indiana. No late reports on William J. Country. Ray Marsh Brydon is continuing a weekly donation to the Mustering-Out Fund.

Membership applications are in from Charles N. Engel, Louis J. Kerner, Jack Kelly and Sam Wolf, credited to Henry N. Shuff. Tom L. Baker and Bill Carsky, Mel Harris is back, William Roddy

(See SLA on page 61)

Palace Theater Building
New York

NEW YORK, Sept. 18.—Veterans' committee and Chairman Jack Lichter acknowledged receipt of \$100 from Sam and Mrs. C. H. Hovell, from Frank Miller and \$50 from the King Red Show through effort of Harry Decker. Money will be used to send Christmas gifts to service members.

Visitors have included Captain and Mrs. Spitzer, from California; John J. Carlin, Carlin's Park, Baltimore; Mrs. Marian Berry, his assistant; Max (Whitey) Adams, formerly on the Victory Shows on the way to Tennessee; Alex McKay, formerly on the Gellin & Wilson Shows; Harry Decker, King Red Shows; Ross Manning, Eddie Ekins, Harry Sander, Harry Lewis, Neal Carl, William Gottlieb, Harry Minsky, El Weinberg, Jack Alfred, Sam Miller, Jack Harris, Dave Wallace, Louis Elias, Frank C. Miller, Irving Taffet, Maurice Elk and Benjamin Herman.

Clubrooms have been renovated and rehabilitated under supervision of chairman of the house committee, Ross Manning.

(See NSA on page 61)

Pacific Coast
Showmen's Assn.623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 18.—Meeting September 11 had a record attendance of nearly 400, again attesting being the personnel of Cole Bros. Circus, for whom an 11 o'clock get-together was held. Elected President Ted Lohmeyer, Secretary Bill Hobday and Treasurer John Beckman these emergency vice-presidents were named: Lou Johnson, Joe Metcalf, Candy Moore and Maurice Eichen.

Douglas Greer Shows' contribution to the cemetery and charity funds, nearly \$300, brought a rising vote of appreciation. Financial report showed over \$1,000 paid in dues last week and total moneys of \$27,006.57. Vice-Chairman Harry Fink resold the building and scored with Harry Sucker and Bill Dill for War Bonds, \$3,772 being accounted for this year with several districts to be heard from. Bill Dill made a contribution from a hospital bed, recuperating from an auto accident. Applications for membership included those of Otto Sanders, sponsored by Doc Barnett and Joe Glesy; Walter Stutz, by Mel Smith and Arthur Beckwald; Jamie Hansen, Joe Krug and Arthur Beckwald; William A. Kirk, by William Brown and Bill Oberhansky. As E. Quinsey's attendance award and the Lion's Head anchored the Christmas Dinner Fund by \$14.75. A vote of thanks was accorded Harry Quinlan and Lou Johnson for publicity. Fred Nicholson, en route from Italy to Santa Barbara, gave the first authentic information regarding the death of member Anthony Chontos, elu's first member fatality, who met death in attempting to rescue a wounded comrade.

Buddy, Frank Redmond, Harry Taylor, Jimmy Dunn and Billy Byrne concluded the meeting with clicking monologs.

Circus folk were greeted by McCullough, James Gallagher, Bob Myers and Jerry Jackson. U. S. transport lunch at Imperial Valley Hotel, the ham with pineapple, Idaho potato salad, longhorn and lamburger cheese, kosher pickles, and apples, San Fernando

(See PCSA on page 61)

CARNIVALS

3000 BINGO

No. 1 cards, heavy white, 30¢. No duplicate cards, 30¢ cards, \$3.50; 100 cards, \$4.00; 200 cards, \$4.50; 300 cards, \$5.00; 400 cards, \$5.50; 500 cards, \$6.00; 600 cards, \$6.50; 700 cards, \$7.00; 800 cards, \$7.50; 900 cards, \$8.00; 1000 cards, \$8.50. Remitting \$7.00 cards per 100 for cards only—no cards or full set.

No. 2 cards—Heavy, Green, Yellow, Red—Any set of 40 or 100 cards, per card 6¢.

3000 KENO

Made in 50 sets of 100 cards each. Pinned in 3 rows across the table—top 10 and down. Light-weight cards. Per set of 100 cards, tally cards, calling marks, \$3.50.

LIGHT-WEIGHT BINGO CARDS
White, Green, Yellow, Black on white, postal card size. 100 cards, \$3.50; 200 cards, \$4.00; 300 cards, \$4.50; 400 cards, \$5.00; 500 cards, \$5.50; 600 cards, \$6.00; 700 cards, \$6.50; 800 cards, \$7.00; 900 cards, \$7.50; 1000 cards, \$8.00.

100 Calling markers, extra, 6¢. 100 Calling markers, extra, 6¢. 100 Calling markers, extra, 6¢. 100 Calling markers, extra, 6¢.

3000 Keno Put Six (strip of 7 numbers), 1.25
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SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

VFW Thrill Show Pulls
Big Crowds at Soldier Field

CHICAGO, Sept. 18.—Three-day "G" Ranch Rodeo and Thrill Show produced at Soldier Field last Friday, Saturday and Sunday by Sam Gray under auspices of Cook County Council, Veterans of Foreign Wars, turned out to be profitable, making a sizable profit for the VFW and producer. Ideal weather prevailed and the show opened Friday night to a paid audience of about 6,000. Attendances on Saturday and Sunday were big.

TENTS

New and Used
CARNIVAL and SKATING RINK
Write for Prices
E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

TARPAULINS

New Waterproof Covers, 9'x12', 12'x12', 12'x14', 12'x16', 12'x18', 12'x20', 12'x24', 12'x30', 12'x36', 12'x42', 12'x48', 12'x54', 12'x60', 12'x66', 12'x72', 12'x78', 12'x84', 12'x90', 12'x96', 12'x102', 12'x108', 12'x114', 12'x120', 12'x126', 12'x132', 12'x138', 12'x144', 12'x150', 12'x156', 12'x162', 12'x168', 12'x174', 12'x180', 12'x186', 12'x192', 12'x198', 12'x204', 12'x210', 12'x216', 12'x222', 12'x228', 12'x234', 12'x240', 12'x246', 12'x252', 12'x258', 12'x264', 12'x270', 12'x276', 12'x282', 12'x288', 12'x294', 12'x300', 12'x306', 12'x312', 12'x318', 12'x324', 12'x330', 12'x336', 12'x342', 12'x348', 12'x354', 12'x360', 12'x366', 12'x372', 12'x378', 12'x384', 12'x390', 12'x396', 12'x402', 12'x408', 12'x414', 12'x420', 12'x426', 12'x432', 12'x438', 12'x444', 12'x450', 12'x456', 12'x462', 12'x468', 12'x474', 12'x480', 12'x486', 12'x492', 12'x498', 12'x504', 12'x510', 12'x516', 12'x522', 12'x528', 12'x534', 12'x540', 12'x546', 12'x552', 12'x558', 12'x564', 12'x570', 12'x576', 12'x582', 12'x588', 12'x594', 12'x600', 12'x606', 12'x612', 12'x618', 12'x624', 12'x630', 12'x636', 12'x642', 12'x648', 12'x654', 12'x660', 12'x666', 12'x672', 12'x678', 12'x684', 12'x690', 12'x696', 12'x702', 12'x708', 12'x714', 12'x720', 12'x726', 12'x732', 12'x738', 12'x744', 12'x750', 12'x756', 12'x762', 12'x768', 12'x774', 12'x780', 12'x786', 12'x792', 12'x798', 12'x804', 12'x810', 12'x816', 12'x822', 12'x828', 12'x834', 12'x840', 12'x846', 12'x852', 12'x858', 12'x864', 12'x870', 12'x876', 12'x882', 12'x888', 12'x894', 12'x900', 12'x906', 12'x912', 12'x918', 12'x924', 12'x930', 12'x936', 12'x942', 12'x948', 12'x954', 12'x960', 12'x966', 12'x972', 12'x978', 12'x984', 12'x990', 12'x996', 12'x1002', 12'x1008', 12'x1014', 12'x1020', 12'x1026', 12'x1032', 12'x1038', 12'x1044', 12'x1050', 12'x1056', 12'x1062', 12'x1068', 12'x1074', 12'x1080', 12'x1086', 12'x1092', 12'x1098', 12'x1104', 12'x1110', 12'x1116', 12'x1122', 12'x1128', 12'x1134', 12'x1140', 12'x1146', 12'x1152', 12'x1158', 12'x1164', 12'x1170', 12'x1176', 12'x1182', 12'x1188', 12'x1194', 12'x1200', 12'x1206', 12'x1212', 12'x1218', 12'x1224', 12'x1230', 12'x1236', 12'x1242', 12'x1248', 12'x1254', 12'x1260', 12'x1266', 12'x1272', 12'x1278', 12'x1284', 12'x1290', 12'x1296', 12'x1302', 12'x1308', 12'x1314', 12'x1320', 12'x1326', 12'x1332', 12'x1338', 12'x1344', 12'x1350', 12'x1356', 12'x1362', 12'x1368', 12'x1374', 12'x1380', 12'x1386', 12'x1392', 12'x1398', 12'x1404', 12'x1410', 12'x1416', 12'x1422', 12'x1428', 12'x1434', 12'x1440', 12'x1446', 12'x1452', 12'x1458', 12'x1464', 12'x1470', 12'x1476', 12'x1482', 12'x1488', 12'x1494', 12'x1500', 12'x1506', 12'x1512', 12'x1518', 12'x1524', 12'x1530', 12'x1536', 12'x1542', 12'x1548', 12'x1554', 12'x1560', 12'x1566', 12'x1572', 12'x1578', 12'x1584', 12'x1590', 12'x1596', 12'x1602', 12'x1608', 12'x1614', 12'x1620', 12'x1626', 12'x1632', 12'x1638', 12'x1644', 12'x1650', 12'x1656', 12'x1662', 12'x1668', 12'x1674', 12'x1680', 12'x1686', 12'x1692', 12'x1698', 12'x1704', 12'x1710', 12'x1716', 12'x1722', 12'x1728', 12'x1734', 12'x1740', 12'x1746', 12'x1752', 12'x1758', 12'x1764', 12'x1770', 12'x1776', 12'x1782', 12'x1788', 12'x1794', 12'x1800', 12'x1806', 12'x1812', 12'x1818', 12'x1824', 12'x1830', 12'x1836', 12'x1842', 12'x1848', 12'x1854', 12'x1860', 12'x1866', 12'x1872', 12'

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

TIME shorten.

RINGLING show lost the matinee in
Davenport, Ia., September 11, because of
rain.

AL W. MARTIN, veteran circus man
who recently underwent an operation,
is resting at his home in Los Angeles.

MINSTRELS on Slide Show of the Big
One are Billy Freeman, Kid Lewis, Slim
Russell and Herman Higgins.

UNSETTLED argument: "How many ele-
phants make a herd?"

EARL ANDREW BARR saw the Big One
in Des Moines and visited with Marie
Evans.

FRED (DUTCH) LOEBER, recently with
Bud E. Anderson, has joined the advance
of Dailly Bros.

HEARD on a net: "If that circus ever ap-
peared this one—it would get lost in our
shavings."

A. J. ROBINSON, of the Ringling
show, train department, paid a flying
visit to relatives in Muncie, Ia., and
visited the Chicago stand of the Big One.

HAVE you noticed the clown pictures on
popular magazine covers? Who says clowns
are not important to a circus?

HAPPY MENNINGER, former circus
man operating a night club in Fond
du Lac, Wis., was a business visitor in
Chicago last week.

JAMES E. DEWEY, general agent of
Mills Bros.' Circus, was in Chicago last
week arranging for indoor dates for the
Mills unit after the tented season closes.

KIRK ADAMS and his dogs were at the
Stadium Circus in Milwaukee and at the
Waterford (Pa.) Fair. Mr. Adams
visited Walter F. Bain in Geneva, O.

SPEAKING of an expedition show, a
general agent cracked: "Their let was about
the size of a well-kept lawn—but not well
kept."

JACK J. DISCHI, clown cop, of Cudahy,
Wis., spent several days last week with
his son in Evanston, Ill. He saw the
Ringling show in Milwaukee.

MR. AND MRS. BERT DOGS, former
circus aerialists, who now operate Circus
Park in Bloomington, Ill., left last
week, with their five-year-old daughter,
for a visit in Denver.

RAY BRISON pens that Beers-Barnes
his fell off in North Carolina due to the
polio scare. No children under 16 are
allowed. Winsted Minstrel Troupe
visited at Greenville.

SHOWMEN of today don't look as im-
pressive as those of a half century ago; not
that they aren't just as good, but their
photos don't have whippers.

CLOWNING now with Dailly Bros.' Circus
are Jack Harrison, Rube Arnold, Ernest
Burke, Happy Starr, Jeff Murphy and
Walter Schuyler. Peggy Jean Harrison
replaced Junior Rube in concert.

FRANK SAVILLA, clown, and head and
hand balancer, played several dates for
Larry Sunbrook. While in Cincinnati

BAILEY BROS.' CIRCUS

BOB STEVENS

The Owner and Manager

of the Show They Said Wouldn't Come.

WANTED

Bob, reliable ROSE CARNAHAN,
John Smith, and George Smith. Will add
GOOD WIRE ACT to Big Show.
Wire As Per Radio in Billboard.

GREAT "G" RANCH RODEO and Texas Thrill Show

Having just concluded its summer engagements at Soldier Field, Chicago, now booking
indoor winter engagements. Inquiries invited.

VAN GRAY

(Denver 0320)

CHICAGO, ILL.

156 N. LaSalle St.

last week he also worked the streets, and
called it *The Billboard* office.

HAL OLIVER, who left the Ringling
show ahead of the Hartford fair, is
en route to New York after a short tour
of the Midwest West.

TEARING down on rainy nights is a
lamest. We know people who pay big
money for the privilege of spending a day
in wet bathing suits.

ALEN KING, who has been out of
the circus field for two years, left Chicago
last week for the West Coast to
break an animal act for the circus which
L. S. Cronin will put out next season.

ALFRED J. MEYER attended opening
of the Trenton (N. J.) Fair. Vera
Kimble, on whirling trapeze, and Perley
Ringard, on the Indian fair, were
among the grandstand acts.

JESS BRADLEY, legal adjuster, penned
from Cartersville, Ga., that he is with
the Regal Exposition Show as adjuster,
employed by the National Fair. Ray
L. Cronin will put out next season.

CAPT. ANTHONY GREENHAUS, former
circus general agent, who has been station-
ed at Ogden, Utah, during the past year,
has been assigned to the Ogden fair. Ray
L. Cronin will put out next season.

BEERS-BARNES followed the Hunt
show in Salisbury, Md. The Dumont car-
nival pulled in and put up on adjoining
lot, and Beers-Barnes will play. Ray
L. Cronin will put out next season.

IT isn't a matter of how much opposition
paper you can cover that counts—it's how
much of your own you can keep in the
column.

CHICK YALE is playing falls with his
table and barrel roll for Williams and
Lee. He stopped over in Sedalia, Mo.,
and visited Gene Haas, old-time her per-
former. He will play the fair for the
winter season, playing Shrine dates.

DOC WADDELL is set for a lecture
tour in September and October, making
Dayton, Springfield, Xenia, Marietta,
Jackson, Portsmouth and Cincinnati, O.;
Kearnsburg, W. Va.; Grand Rapids,
Mich.; Peru, Ind., and Lexington, Ky.

WHILE in Chattanooga Robert Sams,
Birmingham, visited A. L. Chumley, who
showed him his circus collection. Sams
stated that the Ringling show is booked
at the ball park. Chattanooga, October
19, and will also play Birmingham.

F. WILLIAM STRINGOLOFF had an
exhibit of Circuses at the Northamp-
ton (Mass.) fair, which was awarded
first prize. It included many items from
his collection, route books, pictures,
lithos, newspapers and programs.

CHARLIE DOEKER, Mr. and Mrs.
Bess Warner, Mary Klein and John Mc-
Curdy, all CMAA members, of Harris-
burg, Pa., and George Kennedy Sr., Lan-
caster, Pa., attended night performance
of the Hunt show at Lancaster. Show
in having good bill at all stands.

WALTER GUICE, who has been laid
up in a Milwaukee hospital for several
weeks as the result of injuries received
while doing his trampoline act, left Mil-
waukee last week for Los Angeles. Mr.
Guice, and will rest there until he
has completely recovered.

THEN there was the old-time boss
butcher, who, when his men were working
on a stake pull at night, always yelled:
"Hear me! That handle down on it like
you would on a customer's money."

MRS. MITT HERRIOTT and son,
Johnny, visited her husband, who is

horse trainer on the Kady-Miller Circus.
Johnny Herriott, 13, is one of the young-
est elephant trainers in circus business.
He is at home in St. Peter, Minn., at-
tending his first year of high school.

HERBERT A. DOUGLAS called on
George W. Jones, Chester, Pa., who
trouped with Leon Washburn, John-
ny Hargrave, and Washburn & DeAlma
shows in Philadelphia. Mr. Douglas is
gradually regaining his health. He
hopes to be on the road again next year
with his performing ponies.

L. R. (RODA) COLLINS, former talker
and side-show manager with Lewis Bros.,
Robbins Bros., Marlow and Salls Bros.
shows, visited Jackie Stevens and other
members of Brydon's Museum, St. Louis.
Employed in a St. Louis defense plant
the past two years, Collins intends to re-
sume his magic act after the war.

MANAGER of Lincoln and Roosevelt
theaters in Baltimore, R. E. (Doc) Ba-
con, recently visited his old friends
on Bond Bros. Circus. Bob Russell, pro-
ducing clown, and Sam Dore, who has
his trained domestic animals there, he
reports nice side show and good bill. Ed,
Davidson, former old-timer, has the
canvass.

ROGER LUDY and Lieut. Richard
Norton visited the Mills show in Ken-
dallville, Ind., and renewed acquaintances
with the Mills brothers and their
wife, Lewis. Norton, who is a member
of Mrs. and Mrs. Charles Brady, Peggy
and Charlie Kline. Date was played under
Lena Webb, former flyer, stationed
in an Oklahoma base, at present
teaching.

MANAGER of London Bros.' Silver Mascot
Circus promised his employees something
wonderful in the way of coaches after the
war. Mascot will be out next year for one
with round wheels.

BAILEY BROS.' CIRCUS had many
show people and circus fans as visitors
at Kankakee, Ill. Among those who
were present were: Harry Hargrave, hor-
se trainer; Charles G. Driver, the ter-
man; Earl Shipley, former clown; Toby
Wells, booking agent; Ray Marsh, Bry-
don's Museum, St. Louis; Dr. Mrs. Otto
Schlack of Oak Forest, and circus fans
Paul Wilson, Bob Clark, Pat
Patterson, Bob Shaw, and Joe Beiers.

HARRY VILLERONTAUX, who left
the road in 1914 to work in a shipyard,
now presents his act for wounded soldiers
and sailors at the Stark General and
Navy Hospital. He wrote from Folly
Beach, S. C., Harry Davenport, former
clown for Paul Wenzel on the Sparks Cir-
cus, is working in the same shipyard.
Latter downed and did a table rock and
contortion act. He is the Joe Smith
Circus at Charleston, S. C., week of Sep-
tember 11.

OUTDOOR NOTES

(Continued from page 42)

spoke of plans to attend the next Chicago
meetings and said he had a fine
crop of new acts for the next season.
time out to tell them. Mary Ludington,
on tickets at the front gate, may have to
go to Oklahoma City to see her mother,
who lives there, is not in good health.
Mr. and Mrs. Herb Suher, who greeted us
at their concessions, said they would be
in the show with his wife. They were
as they want a good rest and then, too,
Regular Associated Troupers are plan-
ning many shows and dates that they want
to be in. Ruth Korte and Ruth Mc-
Mahon, in their concessions, were ready
with a welcome and invitations for the
show in Los Angeles. John L. (Pop)
Bagland, wearing a tie that made more
noise than a fire engine, bannier over
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JERSEY NOW \$14,000,000

New Funspot Planned for Columbia, S.C.

S. B. Weintroub Behind Idea

COLUMBIA, S. C., Sept. 16.—S. B. Weintroub, owner-manager of Columbia Park here the last two years, announced this week that he, in co-operation with other local capitalists, is mapping plans for a permanent amusement park to be constructed here in 1946. Several sites are under consideration, Weintroub says, with all of them located closer to the heart of the city than Columbia Park's present location at the junction of Sumner Highway and Fort Jackson Boulevard. Corporation papers for the new amusement venture will be drawn up soon, Weintroub reports.

Plans for the new funspot, Weintroub says, call for deeproot concession buildings, a ballroom, water pool, eight major rides, four kiddie rides, children's playground and picnic grounds. Full details will be revealed as soon as stockholders decide upon the final site, Weintroub announces. He will handle the managerial reins, he says.

Weintroub's present funspot covers eight acres, containing 26 concession tents and four major rides. Towers at the entrance and the ballroom are neon lighted. Business on the season just concluded was \$13 1/3 per cent of 1943, Weintroub says, with 75 per cent of the patronage military, coming from near-by Fort Jackson and Co. (See Park for Columbia on page 56)

Detroit Tops 1943; Cold Hits Late Biz

DETROIT, Sept. 16.—Detroit's amusement park season approached its end this week, with business generally ahead of 1943. Final figures, however, were not available below nine midnight on early-season reports, as the past three weeks of cold weather hurt patronage considerably.

Edgewater Park closed Sunday (10) for the season, while Walled Lake folded Labor Day. Eastwood will remain open until about October.

Plans for opening the ballroom at Eastwood for the winter have been dropped, and cold weather activity will be centered around the roller rink, which is in a heated building.

Stymie Crops Up On Miami Project

MIAMI, Sept. 16.—Promoters of the proposed Playland Park have run up against a snag, and efforts to establish the amusement resort in the vicinity of 79th Street and Biscayne Boulevard may have to be abandoned.

Local residents are opposing the amusement park and the city planning board proposes to change the disputed area to a library and school district to a restricted business district.

Jolly Keeps Damsit Going

BUCHTELS, O., Sept. 16.—R. A. Jolly, owner-manager of Seacama Park here, is keeping his ballroom operating through September and October, ending up with a masquerade dance Halloween. Name bands are booked once a week. Dick McKeen was 19th attraction in last night. Bob Chester is scheduled for next Friday (21); Bob Reburn, September 28, and Alvin Kintyre, October 10. In spite of Labor Day closing, rides were busy between shows until late at night, and Jolly's band attracted a good dance crowd, Jolly says.

EXECUTIVE COMMITTEE of the New England Section, NAAPP, snapped at the org's recent annual meeting at Whalom Park, Fitchburg, Mass. Left to right: John T. Clark, Crescent Park, Riverside, R. I.; Edward H. Laventure, of Whalom Park roller rink; Daniel Baur, Acushnet Park, New Bedford, Mass.; Andrew A. Cassassa (treasurer), Revere Beach, Mass.; Harry Storin (vice-president), Riverside Park, Agawam, Mass.; Henry G. Bowen (president), Whalom Park; Edward J. Carroll, Riverside, Agawam; Harold D. Gilmore, Whalom Park, and Fred L. Markey (secretary), Dodgem Company and Salisbury Beach, Mass.

Bay Shore 32% Over High '43; Alterations On Rockaway Chalks New Crowd Mark; Coney Hefty, Too

BALTIMORE, Sept. 16.—When taps were sounded this Saturday morning Labor Day (4), the most successful season in 38 years' history of Bay Shore Park came to a close. The year 1943 already had not a record, but this season the gross total scored 32 per cent above last year's.

Bay Shore this year was beset by many problems that arise in a country at war. Streets, transportation to the center of the grounds was subject to sharp limitation. Aid came in the relaxation of the pleasure driving gas ban, which helped to fill the parking lots again with cars.

The concluding weeks were marked by special events that were most successful in building good will. On one of the closing days, this mayor of Baltimore and his staff members were guests of George P. Mahoney, Bay Shore owner, at luncheon in the park restaurant. On Sunday, September 3, Bay Shore was host to 5,000 service men and women (See Bay Shore Up 32% on page 63)

NEW YORK, Sept. 16.—According to George Wolpert, executive secretary of the Rockaway Chamber of Commerce, more than 36,000,000 persons visited Rockaway Beach during the period from Decoration Day thru Labor Day.

Breakdown of the chamber's figures for the summer are 35,000,000 visitors at Rockaway Beach and 1,400,000 at Jacob Rile Park, municipally operated beach, for a total of 36,400,000. This was an all-time record for the resort, topping those of last year by 5,000,000. Rockaway bathing season officially terminated Labor Day, with only a few die-hards taking to the water after the first week of September. Rockaway's lone amusement park, Playland, continues to operate week-ends and evenings as long as weather permits.

Coney Island usually has a slightly longer season than the Rockaways. No seasonal attendance figures for Coney are available but crowds at both resorts run practically the same, with the Rockaways (See Rockaways Set Mark on page 50)

CONNEY ISLAND, N. Y.

By Uno

Local population anxiously awaiting board of estimate's authorization for the expenditure of the money on the proposed pond will \$1,500,000 Oceanarium to replace the abandoned Battery Park, Manhattan aquarium, and which is to occupy about 16 acres of property here, bounded by the Boardwalk and Surf Avenue and West Fifth and West Eighth streets. The project, it is understood, will be self-supporting with no admenal charges. Park Commissioner Robert Moses, one of the earliest proponents of the plan, is to be the directing genius. City council recently approved a capital budget amendment providing \$4,000,000 for the project. The New York Zoological Society added \$30,000.

Where they go after Coney shutters: Alie Bestin to his gift store in Manhattan; Alex C. Broadway Jones to Billy Rose's new Ziegfeld Theater for Daily &

Jones's new ticket office. . . Buster Castle, talker, to Doc Garfield with the Endy Bears' Shows. . . Lester Rosen and Doc Foster from Luna's Frank show to the Hudson Theater, Union City, N. J., for the candy pitch. . . Meyer Harnburg and Morris Posner to New Jersey to lease a new burlesque house to swell the Hirst Circuit's quota to 21. . . Bill Miller, of Luna, and Murray Weinger, of New Orleans, is expected to play on the train for another 4000 troupe. Luna Park: Lou Mantoo recently given bytrout as first headman by the New York Giants. Is expected to play on one of their farm teams next season. . . Dom Candella, center, soon to join up with the Cardinals. . . John (Pop) Engel, of the park's police, was a baseball bigle in former years. For 27 years he has been a umpire and also put in 12 years as a player.

Atlantic City Suffers Most

Three piers badly nicked—water, wind combine to bring city's loss to 4 mil

ATLANTIC CITY, Sept. 16.—The West Indian hurricane blew out to sea Thursday (14), leaving in its wake \$14,000,000 damage along the New Jersey Coast. Particularly hard hit was Atlantic City, Wildwood, Ocean City, Grassano Beach, Sea Isle City, Cape May and every other resort along the South Jersey Coast. In Atlantic City, damage was estimated at least \$1,000,000. All three of the city's amusement piers bore brunt of the storm. The ocean siago-end of Steel Pier was ripped away and sustained heavy interior damage. There was a 40-foot gap torn out between the entrance to Hunter Millon-Dollar Pier from the Boardwalk, and Captain Young's mansion on the pier, where George J. Harrod, operator of the pier, made his summer home. Harrod's Pier was tumbled into two sections that now stand an isolated island above the sea. The roof was torn off of the Hollywood Theater. Water and wind damaged beach-front hotels, and the upper floor of Convention Hall was missing. A salvage station for those flooded out of homes and hotels. The lower floor of the hotel was flooded to a depth of two feet. Stores and concessions all felt the fury of the storm. Through the city parts of the Boardwalk were ripped and the adjoining Atlantic City, where 20 blocks of (See WIND SMARS JERSEY on page 64)

A. C. Hangs Up 90-Yr. Bonanza

Estimated 10,000,000 visitors spend nearly 100 mil in 3-month period

ATLANTIC CITY, Sept. 16.—Atlantic City rings down the curtain this week on the biggest summer in its 90-year history. An estimated 10,000,000 visitors invaded the South Jersey resorts shores during the past three-month period and left the city's cash registers ringing to the tune of between \$90,000,000 and \$100,000,000. The hotel and restaurant business of the invasion are glad it is over. They are getting ready for the smooth flow of winter business with, from all indications, will set some records itself.

It was a grand and glorious season despite food and help shortages, rising prices and ration points. A \$13,000,000 business was done by Atlantic City's restaurants during the past three months. Ralph Hackney, president of the Atlantic City Restaurant Men's Association, declared the hotel and restaurant business was summed up by Gerald Trimpe, president of the (See Bonanza for A.C. on page 59)

CONCESSIONAIRES

Several desirable Game Concessions for 1945 season still open. Large scale development program now under way. Season just closed best in park's 38-year history; gross receipts this year 32% above '43. Call, write or wire.

BAY SHORE PARK

REESE H. JONES

Public Relations Director

Klickerbocker Bldg. Baltimore 2, Md.

FAIRS-EXPOSITIONS

Brockton Is Set For Blow

Staff preps and damage is held to minimum—midway stock, 2 fronts ruined in its program.

BROCKTON, Mass., Sept. 16.—Brockton Fair, in the path of Thursday's hurricane, suffered only slight damage due to many precautions taken after first warnings were issued. The fair opened its gates six hours after the storm blew over at midnight Friday, with no interruption in its program.

When first warnings were issued the World of Mirth Show's midway was dismantled and tied down. All persons on the grounds were ordered out at 6 p.m. all power shut off and everything batten down, with the result that damage was held to a minimum when the big blow struck at 9 p.m. Thursday.

Only damage to fair property was the washout of about 30 square feet of race track, where running races were held daily, and flood in the infield. One foot of water over a radius of 300 square feet was pumped off, and the start of Friday's racing. Only two trees on the 98-acre tract were blown down.

Max Linderman, general manager of the World of Mirth Shows, said his crew would be heavy, mostly in merchandise washed out. Fronts on the Midgest Show and Under Show were blown down and two concessions tents blown over. He recalled a blowdown last year on the corresponding day in Lewiston, Me., where he sustained great damage. But for the fact that the show had removed all towers on the midway and protected rides, its damage would have been considerably greater.

Frank H. Kingman, fair secretary, guided the protective measures throughout the day and all night and praised the ground crews for excellent work which, in a measure, was responsible for holding losses to a minimum. Late on the day rides, its damage would have been considerably greater.

(See Brockton Basis Storm on page 62)

Nebraska Cops Top at 170,000

LINCOLN, Neb., Sept. 18.—Opening Sept. 23 and closing with an extra day Saturday, September 24, Nebraska State Fair here made new records. Figures released by Secretary Ed J. Millie were estimated attendance as 170,000. Labor Day attendance was over 62,000. Gate was 60 cents, including tax; 25 cents for children on all days except Tuesday, when they were reduced to 15 cents with a special grandstand show and shows and rides on the Cavalcade of Amusements midway at half-price. Exhibits were far ahead of last year's and the Coliseum had capacity for the Barnes Show on the first three days. Horse Carroussels presented the grandstand show, *Allies Victorious*, and afternoon nets between races. Night shows played to over 35,000, Secretary Millie said.

Cavalcade of Amusements had a gross of over \$30,000 and a big line-up of games and rides. The fairgrounds were racing provided a big surprise. Crows that lined up at the mutuels bet \$828,000, breaking all records. A local store, Sears, had its annual picnic on the grounds with best attendance in years.

Champlain Gate Is 80,000

BURLINGTON, Vt., Sept. 18.—A gate of 10,000 marked final day of Champlain Valley Exposition, Essex Junction, August 29-September 17. The fair, which had 80,000, reported H. K. Drury, general manager, 5,000 short of the record set in 1939. In 1941 the fair before a three-year suspension, attendance was 90,000 in seven days.



J. EMERY BOUCHER, secretary-manager of Quebec Exhibition Provinciale, who had another record-breaker on his hands September 1-10, with a gate count of 211,000. Conklin Shows, which upped midway grosses 32 per cent over '43, made the date on time despite delays occasioned by special trains arriving in Quebec for the Roosevelt-Churchill conference. Manager Boucher has been connected with the fair since 1921.

Rain Mars York On Major Days

YORK, Pa., Sept. 16.—Rain extending along the Atlantic coast dampened opening day of York Inter-State Fair, September 12-16, although gate was about 50,000, including free kids. All exhibit buildings were filed and up to the usual high standard. In livestock some classes were larger than in previous years.

Concession department reported that 1944 receipts were, with one exception, the highest in the 93 years of the society's history. Grandstand show and races were called off on Thursday, Wednesday and Thursday. An exception, Wednesday night was Ralph Edwards, *Truth and Consequences*, who was an added attraction. All reserves and a greater part of unserved seats were sold, despite rain.

On Children's Day James E. Strates, Strates Shows, reported receipts were two-thirds of those on the corresponding day in '43, his banner day up to that date. More details next week.

Overflows at Topeka Take Free Annual to New High

TOPEKA, Kan., Sept. 16.—Kansas Free Fair here, September 9-15, opened to its largest crowds in history, with throngs at livestock and agricultural exhibits and a packed grandstand for afternoon performance of John Guthrie's Stampede and Rodeo and the Barnes-Curthright night revue, *Free Fair Follies*. Many were turned away at grandstand gates because of a sell-out Sunday afternoon.

Manager Maurice W. Jencks said the rodeo played to the biggest afternoon crowd ever in the grandstand. "Sunday afternoon's grandstand for John Guthrie's Stampede and Rodeo was the largest show and most money ever played to at the fair and it was necessary to turn hundreds away because we could not take care of the overflow crowd," he said. "It was a 100 per cent contest rodeo, exciting and colorful, and none of the performers received a penny unless they really won in contest."

WAC Band from Des Moines played in the grandstand Sunday afternoon and night. The 29th Cavalry and Cavalry

Saskatoon Geared For '45 Expansion

SASKATOON, Sask., Sept. 16.—Staging of two grandstand performances a night for three nights at the 1945 Saskatoon Exhibition, extension of bleachers to accommodate baseball crowds, improvement of grandstand ticket selling and exit facilities and extension of parlours both facilities were among improvements endorsed at a meeting of directors. Changes will be made "to gear the facilities to an expanding exhibition," said Prof. J. W. Grant MacGowan, honorary manager.

Because of the successful '44 fair, directors considered financial position of the association good enough to wipe out \$10,000 indebtedness to a bank and \$4,000 mortgage on the dining hall, as well as making a payment on the debt to the city, amount to be arranged later.

Recommendations, submitted by committees and endorsed by the directors, (See Sask. Plans Expansion on opp. page)

Utah State Is High With Gate After 4 Years

SALT LAKE CITY, Sept. 16.—Utah State Fair here, September 2-6, resumed in full after occupation of grounds by the AAF for four years, set an all-time high in gate receipts and a second-high in total attendance.

Gate receipts, said Sheldon R. Brewster, secretary-manager, were \$30,194, as compared to \$22,309.49 in 1943, up more than 50 per cent and a new record for the fair, despite the fact that it ran seven days as against eight days during the 1930-1940 decade. Attendance was 63,126 in seven days as compared to 43,151 in 1943, second only to 1938 when 60,000 attended in eight days.

Kids' Day was away off because school had not yet resumed and youngsters flitted thru all week. There were only 5,095 kid tickets on Kids' Day as compared to a high of 24,362 in 1941, when school was suspended for the express purpose of letting pupils attend. There was no cut in tickets for Kids' Day as only added attraction was extra fireworks. Grandstand show was booked by Walter Traub Agency and produced by Neil Abel, with Monte Young Shows on the midway. Weather was perfect.

School Band, Fort Riley, Kan., was in the grandstand Saturday and Sunday afternoons and continued the show all week with heavy saddle tops, horses and other cavalry equipment in action.

Packed grandstands for the Free Fair Follies Saturday and Sunday nights were out in sight of the evening weather. "New displays," Manager Jencks reported, "included the United Nations Exposition and the plastics exhibit. United Nations show included exhibits from Norway, Poland, France and Great Britain and there was a tremendous interest in them. Plastics exhibit attracted thousands, particularly farmers interested in seeing hundreds of new items made from corncobs, cornstarch and other farm refuse, including plastics used in industry and in war and which will be made for modern homes after the war. New livestock exhibits exceeded anything shown in Topeka in the past four or five years. These far exceeded expectations, with all available space filled to overflowing."

Storm Hit Hats Trenton Bill

Damage dealt canvas and props — but program is resumed on Friday

TRENTON, N. J., Sept. 16.—Thursday's hurricane temporarily washed out the grounds of the New Jersey State Fair, wreaking havoc along the midway, smashing the rigging and props of the grandstand shows and flattening tennis holding overtop exhibits. George A. Hamid, fair president and manager, had the grounds cleared up in time for the grandstand shows last night. The midway and exhibits were open to the public Friday afternoon and the fair will continue thru Sunday as scheduled.

The big Trenton fair opened Sunday (10) under favorable weather conditions and played to a gate of 50,000. Monday (11) and Tuesday attendance was light. Wednesday (14), with official visit of Governor Edge and party of New Jersey politicians, should have been a red-letter day, but threatening weather and storm warnings resulted in a gate of under 1,000.

Rainy after the official fanfare and rain-dampened speeches had been disposed of as a prelude to the grandstand show, the early afternoon drizzle turned to rain. An attempt was made to go on with the harness racing and the show, but by the time four of the 10 acts had been put on, the rain was too much for Hamid and he was obliged to call off the performance.

Fortunately the storm didn't hit in full force at Trenton until shown and concessionaires on the midway had sufficient time to close and batten down their tents and stands. By 7 o'clock the night of the storm (Thursday) the fairsgrounds were a quagmire, and everything movable was going down before the fair-driven rain. First to fall was the huge wooden runway used by Peeley Jüngens in his bicycle dive. All of Hamid's apparatus, except his tank, was destroyed. Trucks of Buddy and Sylvia and of the Boxeyettes were flattened, but dogs, ponies and props had been taken to the spots.

When the storm reached its full fury, several of the bigger tents along the midway went down, as did tents housing overflow of livestock exhibits. A number of concessionaires suffered losses. Fortunately, only a few spectators remained on the grounds when the rain broke. Taxis provided shuttle service into Trenton, carrying full loads each trip. But for this, many performers, concessionaires and exhibitors on the grounds would have been marooned there. One policeman was injured by a falling tree (See Storm Hits Trenton on page 62)

Quebec High With 211,000

'Post-War Planning' exhibit beats showers—paved midway more than pays off

QUEBEC, Sept. 16.—Officials said Quebec Exhibition Provinciale, September 1-10, made unprecedented achievements. Showers during the week did not affect attendance, which went to a new high of 211,000, an increase of 18,000 over 1943. The fair was managed by J. Emery Boucher and directors, headed by Mayor Lucretien Borne, felt amply rewarded in the public approval evident. Taking its theme as "Post-War Planning," the fair gave a lead to all other orgs. interested. Industrial Exhibition Palace (See Quebec Sets New High on opp. page)

Communications to 25 Opera Place, Cincinnati 1, O.

Western Pro School Views Highlighting of New Action

SEATTLE, Sept. 16.—Highlight of the recent West Coast pro school at Redondo, Wash., was the demonstration of flexible action skating by Fred J. Bergin, Medford, Mass., chairman of judges, tests and competition committee of the BSROA. New action has been a pet of Perry B. Rawson for the past few years.

Pro changed their skates and joined the instructor, Irene (Dag) Nazario, Southgate Roller-drome, Seattle, said: "I can truthfully say that this new flexible action should advance skating beyond our expectations. It will not be long before everyone will be skating and not scooting around the rinks."

"Bergin's latest ideas of figure skating with loops was a pretty sight with the new flexible skates. It proved figures could be made with ease and without the lean of the body instead of a terrific wind-up. The body has a true lean from head to skates."

An elementary class was held by Bergin to show pro how to teach group classes. No great changes in dances were made.

The western pro school was not all business. At Larson, Salt Lake City, served as emcee at dinners at Rosie's and the Green Parrot, both another

social feature was a Puget Sound yacht trip and salmon barbecue.

Among those attending were President and Mrs. William T. Brown, BSROA; Roy Brown, Dorothy Tannocci, Mr. and Mrs. Watson J. Betis, Barbara Betty, Evelyn Peterson, Mary Walsh, Francine Morgan, Helen Grantier, Lee Buchanan, Irene (Dag) Nazario, Mr. and Mrs. Walter Anderson, Jimmy McFarland, Elmer Barry, Janice Manning, Mr. and Mrs. George Otto, Pyle Young, Bill Baustcheit, Mr. and Mrs. J. Roy Roush, Mr. and Mrs. Ted Bruland, of Washington State. Those from Oregon were Art Russell, Evelyn Zanolli, Dorothy Appleyard, Jeanne Prichard, Sally Arnold, Mrs. Robert Bollinger and Mr. and Mrs. Frank Hottelwald, and Kathryn Perrot, Idaho; Betty Mills and Ann Collins, B. C. Dick Chambers, Ohio; Elbert Muller, Detroit; George and Leah Muller, Tacoma; Joe Arens, and Mr. and Mrs. Bergin, Massachusetts, were others.

URO, Member Of Fed Chamber, Boosts Biz Orgs

ELIZABETH N. J., Sept. 16.—United Rink Operators is now a member of the United States Chamber of Commerce, headquarters of which are in Washington, reported W. Schmitt, secretary of URO and general manager of the American-on-Wheels chain of rinks.

Chamber of Commerce pledged itself to promote the business of rink operators and to help the amateur in arranging competitions and national championship events, he said. Secretary Schmitt believes it will be advantageous for operators to join different business organizations at the close of the war.

California spots now under the URO banner are Ambassador, San Francisco; Rickard, Martinez; Del Monte Roller-drome, Sacramento, and Diamond, Oakland. Other rinks recently added include Roller Bowl, Chicago; Skateland, Brigham, Utah; Currier's, Muskegon, Mich.; Norwich, Norwich, Conn., and Adelphi Sporting Club, Philadelphia.

BSROA FIFTH SCHOOL for the central district in Detroit was last of a series of regional affairs and followed those in New York and Redondo, Wash. Twenty-nine pros attended the Detroit session. Fred J. Bergin, Medford, Mass., chairman of the BSROA judges, tests and competition committee, was in charge of the sessions.

Youngsters Stage A Revue At Bloomington (Ill.) Spot

BLOOMINGTON, Ill., Sept. 16.—Last Sunday (16) was the biggest day of the year for Circus Park Rink, operated by Mr. and Mrs. Bert Dose, former circus specialists. Williams Odontomatic Company held its annual picnic in the rink and adjacent park and it was attended by more than 7,000 of the company's employees and their friends. A feature of the picnic was a roller-skating revue produced and presented by a group of young people employed by the company. All were regular patrons of the rink and many had developed exceptional skating skill. Nicely costumed and directed by experienced skaters, the revue was presented with professional skill and made a big hit.

New Acreage Added In Penny's Expansion

POTTSTOWN, Pa., Sept. 16.—Wolf, operator of Ringing Rock Rink here, is acquiring an additional 100 acres adjoining his rink in a post-war expansion. The new area will be used as a parking lot, picnic grounds and for outdoor attractions for skaters.

Wolf held his first major event of the fall season, an BSROA night, September 1, with Betty Lynd, pro from Victor J. Brown's New Dreamland Rink, Newark, N. J., as guest artist.

SCHEDULING of benefits shows for the Illinois district was a principal item on the agenda at a meeting of operators in the Hotel Sherman, Chicago, September 15, said Fred A. Martin, secretary-treasurer of the BSROA.

FRED A. MARTIN, secretary-treasurer of the BSROA, reported the addition of three members to the national headquarters staff in Detroit to handle increased volume of work.

BONANZA FOR AC

(Continued from page 47)
Atlantic City Hotel Association and manager of the Boardwalk Hotel Claridge, "is reaching for the \$10,000,000 figure," he said. "The big beach-front hotel had practically 100 per cent occupancy during July and August, almost an unheard-of condition."

That it was a bonanza also for the connoisseurs on the Wooden Way is evidenced in the sale of the lowly hot dog. There were 5,000,000 hot dogs consumed by Atlantic City visitors this past summer, and with them, of course, went \$500,000 rolls. Thousands of gallons of mustard and relish and, believe it or not, tons of sauerkraut, besides thousands of gallons of soft drinks to wash 'em down. There are 30 licensed hot dog stands on the Walk. Atlantic City's famous salt water taffy sold by the hundreds of thousands of pounds. The two largest taffy concerns on the Boardwalk reported sales totaling 30,000 pounds a day.

And so the story went for ocean pests, theaters, Penny Arcades, shops, bath-houses, and every line of business at the shore. This was the Atlantic City that weathered a dozen years of depression and two years of army occupation to come out of the red ink in the mad rush of the past three months.

With crowded vacation schedules in war plants extending the summer holiday for thousands of workers, this resort is planning to accommodate visitors late in September. Accordingly, Steel Pier has extended its schedule also. Hamid's Million-Dollar Pier called it a season Labor Day.

PARK FOR COLUMBIA

(Continued from page 47)
Jumble Air Base. Weintrobs attributes the increased business to an extensive ad campaign carried daily over Station WIS and WCOS and in the morning and evening dailies here, in addition to window cards and billboards. He recently renewed his lease on the property for another year.

Columbia Park will reopen late in October for reduced week-end operation until the 1946 spring opening. Weintrobs plans to install two more major rides in time for the new season.

ROCKAWAY SETS MARK

(Continued from page 47)
running slightly higher in extremely hot weather.

Bathing season at Coney terminated

The First Best Skate



QUALITY

RICHARDSON BALBEARING SKATE CO.
Established 1884
3312-3316 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

FOR SALE

1 Arlington Ice Planer, \$250.00
1 60-Ton Brine Pump
1 250 G.P.M. Brine Pump
1 250 G.P.M. Brine Pump
1 15 H.P. Motor with Starter
1 7 1/2 H.P. Motor with Starter
1 P.A. System for Skating Rink or Auditorium, double Turntables, 3 Mkts, Etc., \$400.
400 Canvas Cheeking Bags, 50c each
25 Hockey Uniforms
600 Auditorium Seats

THE ICE HOUSE

925 Berdan Ave. TOLEDO, OHIO

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WE WANT WIRE COLLECT TODAY. STATING QUANTITY, MAKE, CONDITION & PRICE WANTED. **MAGES SPORTS STORES** 4015 W. North Ave. CHICAGO, ILL.

WHITE SKATE STOPS

Pre-war White Rubber Shoes, 1/2" thick, \$1.60 per dozen, F.O.B. St. Joseph, Mo. Size 12-14. Width, 2 1/2" to 1 1/2". Size 11-12. Width, 2 1/2" to 1 1/2". Size 10-11. Width, 2 1/2" to 1 1/2". All Orders C. O. D.

Money will be refunded if not satisfactory.

STERLING SHOE SUPPLY CO. 102 North Third ST. JOSEPH, MO.

WANTED RINK ORGANIST

for New York metropolitan area. Should be experienced. Address:

BOX D-285, The Billboard, Cincinnati 1, O.

ATTENTION

Rink Operators! Now is time to have your skates resoled. We are grinding skates here. Also resoled skates. Full service in 171 one afternoon. Will also grind blades and Paris to repair your skates. Send in for full particulars.

JACK ADAMS

1471 Boston Road, Bronx, N. Y.

WANTED BUILDING

Buildings for Roller Rink. Skating surface should be 50' by 100' or over. With or without basement floor. Must be concrete. Will also consider buying permanent rink. Give all details in first letter. **BOX D-285** **Care of The Billboard** Cincinnati 1, O.

WANT TO BUY ORGAN

Suitable for Roller Rink. Give complete description and lowest cash price in first letter. **BOX 416, Care The Billboard, 300 Arcade Bldg., St. Louis 1, Mo.**

No. 321 DUSTLESS FLOOR DRESSING

Cleanes the slip, provides a strong grip. No waxing. **\$4.00 per gal., \$3.75 per 5 gal. in est. containers. 75¢ a 55 with extra. Address C. O. D. **OGAN BROTHERS** Everett, Mass.**

Labor Day, but rides and attractions continue operation several weeks longer.

Steepchase Park shutters Sunday

(17), while Luna Park's hall room will re-

main open Friday, Saturday and Sunday

nights until the end of September.

WHITE ELK COMES BACK !

The U. S. Government now permits tanners to produce again . . .

that fine white elk

. . . provided it will not interfere with war production.

During the coming months our suppliers cannot ship more than 25% of our needs . . .

PLEASE, when you send in those orders, split your requirements between leather and fabric roller shoes.

Hyde Athletic Shoe Co.

Manufacturers of Those Famous

BETTY LYTLE Roller Shoes.

Cambridge, Massachusetts

"Keep 'Em Rolling"

STICKERS

4 1/2"x6", 4 colors,

will attract

Roller Skaters

to your Rink.

\$6.95 Per 1000.

The Best

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Order Now.

(Rink Imprint Here)

CHICAGO ROLLER SKATE CO.

4427 W. Lake Street

Chicago 24, Ill.

STILL LOOKING AHEAD

Faster Pace in Watches; Some See Hazy Future

NEW YORK, Sept. 16.—Reports here this week indicate that the U. S. has 100 airplanes ready to speed merchandise, especially watches, from Switzerland. William Helbro, president of the Helbro Watch Company, who made the statement to industry members, said that the resumption of exports from Switzerland would make it very favorable for the receipt of quantities of merchandise for Christmas business. Bringing in Swiss goods, he said, was encouraging at the present time after the three trying years thru which the jewelry trade had gone.

However, a hazy post-war outlook was given for the watch industry in a forecast made recently by Richard Juergens, head of the watch section of the WPB. Alho he believes that all domestic watch production will join the reconversion program about the same time, he also seemed to have a cloudy picture of the industry's immediate future. "What effects the present stepped-up imports of Swiss watches will have on post-war demands in this country is one of the merchandising problems that must be faced," Juergens said.

The watch and clock industry were affected as other war contractors by the recent emphasis of the War Department on finishing war contracts before engaging in making civilian goods, and following this line plans for watch reconversion have been somewhat shelved. At present watches and clocks are being manufactured at a slightly faster pace, but they are still being made at a rate

MERCHANDISE TRENDS

By Evelyn Marcenok

CHICAGO, Sept. 16.—The specialty merchandise trade was anxiously interested in the Presidential campaign which got under way last week... business and industry on the whole shared this interest because each branch realizes that business issues are bound to have a leading place in the campaign discussions from now to November 4. In general, problems of post-war possibilities were touched in Thomas E. Dewey's initial speeches. All leaders agree that the essential questions are how to go ahead with eye-expanding production and make those necessary adjustments which will keep markets going for all that can be produced... Conferences and plans for peace will also figure in the campaign—both parties bolstering the official committee now clapping up the peace terms—and practical business men have recognized how closely knit political and economic issues are in the tremendous issues of post-war life.

Liberation of Europe will not only be the freedom from Nazi political domination, but once again these countries will engage in an exchange of markets and resources with United States. The novelty trade has long witnessed this interrelationship thru the big imports in the past of gadgets, toys and other similar items from Czechoslovakia, Italy, France and like. The problems to be discussed

in coming months therefore are not localized to our nation alone—altho they are indeed important and necessary—but they are related with the rest of the world. It is not incidental that one reason why peace conferences after World War I failed to prevent a second bloody battle ground was that its approach was only political on an international scale... but not economic.

One of the outcomes of the meeting of the United Nations Monetary and Financial Conference is important to merchandisers by all business men. Even a large and wealthy nation as we are can only prosper if prosperity is general. Merchandisers who frankly admit that they cannot answer all the questions that beset the job of converting from war economy to peace economy agree with the Bretton Woods conference that one answer is: "Increased prosperity in backward or undeveloped countries, as compared with our standards, does open up new sources of supply and new markets" for themselves and the rest of the great industrial nation of the U. S.

Good Gains Last Week

Department store sales were 18 per cent higher last week than in the corresponding (See Merchandise Trends on page 58)

Current Show Draws Buyers

More than 200 exhibits—report issued at right time to boost area

BOSTON, Sept. 16.—Specialty items were seen in many of the displays here this week during the 38th Annual Home Furnishings Show which was held during the week. While buyers generally reported shortages of available goods, yet about 200 exhibits entered the show and it was commonly reported that there were about twice as many lines of merchandise presented this year as last. Furniture specialty items were in evidence because the staple lines are still limited by the lumber shortages. Optimism was felt by exhibitors as well as by those who attended from this region.

While the show was in progress, the attention of the business world was centered on the New England district by a current report issued by the U. S. Dept. (See N. E. Looking Ahead on page 57)

OPERATORS BIG FLASH Attractive, Well Made, Well Stuffed

TIMELY MERCHANDISE



1021
Complete Set of BINGO, JINGO and BANGO.
The three FAMOUS BEARS, made of high plush, long life plush, very well constructed.
BINGO is 16 inches tall, JINGO is 14 inches tall and BANGO is 11 inches tall.
COMPLETE SET
\$9.00



#1011
Complete of MAMA BEAR and her FIVE LITTLE BEARS.
MAMA is made of long ply plush and white breasted rayon and is 24 inches tall. The Babies are all in long ply plush and 11 inches tall each.
SIX PIECES COMPLETE
\$9.00

Immediate Delivery
25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, Inc.
928 Broadway, Between 21st and 22d Streets
In the Heart of New York

CATALOG NOW READY
SWAGGERS Assorted Colors - Full Length - Heavy Weight. Gross—\$10.50
SPECIAL - 12 Gross American Made Gum People With Gum Accompanies Order, \$12.00
NOTE, PLEASE USERS: Write for List of Special Items to Take the Place of Plaster.
MIDWEST MERCHANDISE CO. 1010 W. BROADWAY
KANSAS CITY, MO.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3856
10K Gold
No. 3860
10K Gold

10K GOLD
No. 3860 Solitaire \$2.25 each Bulk \$1.95
No. 3862 Solitaire \$2.25 ea. Bulk \$1.95
No. 3864 Solitaire \$2.25 ea. Bulk \$1.95

14K GOLD
No. 3866 Solitaire \$2.25 ea. Bulk \$1.95
No. 3868 Solitaire \$2.25 ea. Bulk \$1.95

far below the demands of customers. The situation is one that seems to be at a comparative standstill, for no one seems to have any clear knowledge of what the situation is at present or when to expect a change, according to officials in Washington.



No. 38201—10K Gold
No. 38206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.
(State your business)

HARRY AKULA & CO.
5 N. Webster Ave. Chicago 2, Ill.

MERCHANDISE YOU ARE LOOKING FOR CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.
ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS GLASSWARE SLUM GIVE AWAYS NOVELTIES
Over 400 Feature Items, including Ruby, Green, Golden Glow, Crystal Monograms, 83-00 in \$12.00 Gross.
Order by Assortments.
\$20.00, \$40.00, \$75.00 Units

LIMITED STOCKS STILL AVAILABLE
Blankets, Lamps, Gum Sets, Enamelware, Cutlery, Tray Pottery Ware Items, Luggage, Tourist Sods, Mirrored Chairs, Party Decor Objects, Teas & Boxes, Prizes Boxes Towel Sets, Fur Animals, Etc.
SAVE TIME—WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS.
25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.
To Obtain the Proper Listing, Be Sure and Send Us Detail Your Business and Type of Goods You Are Interested In.
PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

EARRINGS FOR PIERCED EARS—STERLING WIRES

No. 1 \$5.75 Doz. No. 2 \$6.00 Doz. No. 3 \$6.00 Doz. No. 4 \$6.00 Doz. No. 5 \$6.75 Doz.

No. 6 \$7.00 Doz. No. 7 \$6.75 Doz. No. 422 \$9.00 Doz. No. 9 \$9.60 Doz. No. 10 \$9.00 Doz.

No. 11 \$9.60 Doz. No. 12 \$9.60 Doz. No. 13 \$9.60 Doz. No. 14 \$9.60 Doz. No. 15 \$9.60 Doz.

No. 16 \$9.60 Doz. No. 17 \$9.60 Doz. No. 8 Pearl \$12.00 Doz. No. 9 Pearl \$12.00 Doz.

No. 18 \$12.00 Doz. No. 19 \$12.00 Doz. No. 20 \$12.00 Doz. No. 21 \$12.00 Doz. No. 22 \$12.00 Doz. No. 23 \$12.00 Doz. No. 24 \$12.00 Doz. No. 25 \$12.00 Doz. No. 26 \$12.00 Doz. No. 27 \$12.00 Doz. No. 28 \$12.00 Doz. No. 29 \$12.00 Doz. No. 30 \$12.00 Doz.

Spec. 100 White Metal Ring \$7.50 Doz. Spec. 200 White Metal Ring \$3.00 Doz.

Terms: 25% deposit with all orders, balance C. O. D.

SCHREIBER MDSE. CO. 919 BROADWAY KANSAS CITY 6, MO.**PLASTIPAK**

The Light, Compact Plastic Razor

Size of Razor, 2 1/2" Long When Handle is Extended. Size of Box is 1 3/8" Square. "Plastipak" Plastic Razor with blade in individual plastic boxes. Scientifically designed for smooth, close shaving. Telescopic handles. Weight 12 lbs. per gross.

\$3.80 Dozen
\$43.20 Per Gross
25% Deposit With All Orders.

A. N. S. CO.
312 Carroll St.
Elmhurst, N. Y.**Popular Items****Not New—But Always Good**

For centuries candles have flickered their light in all kinds of places, and even now they cannot be replaced for popularity in homes, churches and at parties. Will & Baumer Candle Company, Inc., New York, are offering a streamlined assortment of new Taperette candles, hand-dipped and with a Piramide end that prevents tipping and dripping. They are made with all the style of the new world and the craftsmanship of the old world, those who have used Taperettes report. Dealers can order these candles in standard and secondary colors. These striking candles come in various sizes.

Welcome Home

Johnny! come marching home any day now, and Harry Reiser, New York, is offering an outstanding banner to welcome home our heroes. It is said that this "Welcome Home Banner" is but another one of the big sellers in their complete line of patriotic banners. Harry Reiser advises jobbers and canvassers to stock up a few gross as the heavy flocked, gold fringed, handsome banner will create many demands when the big day arrives.

An Ideal Gift

Barrettes, a favorite hair ornament for the smart junior and senior miss, have been styled in attractive creations by M. A. Safra Company, Philadelphia. The barrettes are sterling silver and come in two styles—one a short rectangular barrette with square corners and the other a longer rectangular barrette with rounded corners. Both styles are perfect for engraving names, and both styles promise to make an ideal gift for any girl who wants her precious locks fastened in place.

Comic Christmas Cards

Marcy Manufacturing Company, Inc., New York, urges novelty men to write for samples and details about their Christmas card display album. These manufacturers have originated a variety of colorful, comical, birthday, greeting and joke cards as well as the popular selling Christmas cards currently offered. Merchandisers who have handled these cards know the great fun they create besides the money they make.

BINGO SUPPLIES

REGULAR SPECIAL—7 COLORS
REGULAR SPECIAL—10 COLORS

Mounted Bingo Cards

Write or Wire for Catalog

JOHN A. ROBERTS & CO.
235 Johnny St., Newark, N. J.**FURS**COATS — JACKETS
Latest 1944-45 Catalog

Quality, Price, Style, Colors, Suits, Coats, Jackets, Hats, Shoes, etc. **LOWEST PRICES** in FREE. Write today.

M. SEIDEL & SON
243 W. 30th St., N. Y. C.**MAGIC RACES**

At cigarette touch 6 boxes are off. See them first in the Magic Races. **BIG PROFITS**
Fast seller. 40 boxes, \$1.00. Low quantity 10 boxes, \$1.00. **HARKLEY COMPANY**
Green Hill Place DRYDEN 5, VA.

CANDY IN XMAS, O'SEA TINS

Over 400 fine Assorted Candy Tins 12, 18, 24, 36, 48, 60, 72, 84, 96, 108, 120, 144, 168, 192, 216, 240, 264, 288, 312, 336, 360, 384, 408, 432, 456, 480, 504, 528, 552, 576, 600, 624, 648, 672, 696, 720, 744, 768, 792, 816, 840, 864, 888, 912, 936, 960, 984, 1008, 1032, 1056, 1080, 1104, 1128, 1152, 1176, 1200, 1224, 1248, 1272, 1296, 1320, 1344, 1368, 1392, 1416, 1440, 1464, 1488, 1512, 1536, 1560, 1584, 1608, 1632, 1656, 1680, 1704, 1728, 1752, 1776, 1800, 1824, 1848, 1872, 1896, 1920, 1944, 1968, 1992, 2016, 2040, 2064, 2088, 2112, 2136, 2160, 2184, 2208, 2232, 2256, 2280, 2304, 2328, 2352, 2376, 2400, 2424, 2448, 2472, 2496, 2520, 2544, 2568, 2592, 2616, 2640, 2664, 2688, 2712, 2736, 2760, 2784, 2808, 2832, 2856, 2880, 2904, 2928, 2952, 2976, 3000, 3024, 3048, 3072, 3096, 3120, 3144, 3168, 3192, 3216, 3240, 3264, 3288, 3312, 3336, 3360, 3384, 3408, 3432, 3456, 3480, 3504, 3528, 3552, 3576, 3600, 3624, 3648, 3672, 3696, 3720, 3744, 3768, 3792, 3816, 3840, 3864, 3888, 3912, 3936, 3960, 3984, 4008, 4032, 4056, 4080, 4104, 4128, 4152, 4176, 4200, 4224, 4248, 4272, 4296, 4320, 4344, 4368, 4392, 4416, 4440, 4464, 4488, 4512, 4536, 4560, 4584, 4608, 4632, 4656, 4680, 4704, 4728, 4752, 4776, 4800, 4824, 4848, 4872, 4896, 4920, 4944, 4968, 4992, 5016, 5040, 5064, 5088, 5112, 5136, 5160, 5184, 5208, 5232, 5256, 5280, 5304, 5328, 5352, 5376, 5400, 5424, 5448, 5472, 5496, 5520, 5544, 5568, 5592, 5616, 5640, 5664, 5688, 5712, 5736, 5760, 5784, 5808, 5832, 5856, 5880, 5904, 5928, 5952, 5976, 6000, 6024, 6048, 6072, 6096, 6120, 6144, 6168, 6192, 6216, 6240, 6264, 6288, 6312, 6336, 6360, 6384, 6408, 6432, 6456, 6480, 6504, 6528, 6552, 6576, 6600, 6624, 6648, 6672, 6696, 6720, 6744, 6768, 6792, 6816, 6840, 6864, 6888, 6912, 6936, 6960, 6984, 7008, 7032, 7056, 7080, 7104, 7128, 7152, 7176, 7200, 7224, 7248, 7272, 7296, 7320, 7344, 7368, 7392, 7416, 7440, 7464, 7488, 7512, 7536, 7560, 7584, 7608, 7632, 7656, 7680, 7704, 7728, 7752, 7776, 7800, 7824, 7848, 7872, 7896, 7920, 7944, 7968, 7992, 8016, 8040, 8064, 8088, 8112, 8136, 8160, 8184, 8208, 8232, 8256, 8280, 8304, 8328, 8352, 8376, 8400, 8424, 8448, 8472, 8496, 8520, 8544, 8568, 8592, 8616, 8640, 8664, 8688, 8712, 8736, 8760, 8784, 8808, 8832, 8856, 8880, 8904, 8928, 8952, 8976, 9000, 9024, 9048, 9072, 9096, 9120, 9144, 9168, 9192, 9216, 9240, 9264, 9288, 9312, 9336, 9360, 9384, 9408, 9432, 9456, 9480, 9504, 9528, 9552, 9576, 9600, 9624, 9648, 9672, 9696, 9720, 9744, 9768, 9792, 9816, 9840, 9864, 9888, 9912, 9936, 9960, 9984, 10008, 10032, 10056, 10080, 10104, 10128, 10152, 10176, 10200, 10224, 10248, 10272, 10296, 10320, 10344, 10368, 10392, 10416, 10440, 10464, 10488, 10512, 10536, 10560, 10584, 10608, 10632, 10656, 10680, 10704, 10728, 10752, 10776, 10800, 10824, 10848, 10872, 10896, 10920, 10944, 10968, 10992, 11016, 11040, 11064, 11088, 11112, 11136, 11160, 11184, 11208, 11232, 11256, 11280, 11304, 11328, 11352, 11376, 11400, 11424, 11448, 11472, 11496, 11520, 11544, 11568, 11592, 11616, 11640, 11664, 11688, 11712, 11736, 11760, 11784, 11808, 11832, 11856, 11880, 11904, 11928, 11952, 11976, 12000, 12024, 12048, 12072, 12096, 12120, 12144, 12168, 12192, 12216, 12240, 12264, 12288, 12312, 12336, 12360, 12384, 12408, 12432, 12456, 12480, 12504, 12528, 12552, 12576, 12600, 12624, 12648, 12672, 12696, 12720, 12744, 12768, 12792, 12816, 12840, 12864, 12888, 12912, 12936, 12960, 12984, 13008, 13032, 13056, 13080, 13104, 13128, 13152, 13176, 13200, 13224, 13248, 13272, 13296, 13320, 13344, 13368, 13392, 13416, 13440, 13464, 13488, 13512, 13536, 13560, 13584, 13608, 13632, 13656, 13680, 13704, 13728, 13752, 13776, 13800, 13824, 13848, 13872, 13896, 13920, 13944, 13968, 13992, 14016, 14040, 14064, 14088, 14112, 14136, 14160, 14184, 14208, 14232, 14256, 14280, 14304, 14328, 14352, 14376, 14400, 14424, 14448, 14472, 14496, 14520, 14544, 14568, 14592, 14616, 14640, 14664, 14688, 14712, 14736, 14760, 14784, 14808, 14832, 14856, 14880, 14904, 14928, 14952, 14976, 15000, 15024, 15048, 15072, 15096, 15120, 15144, 15168, 15192, 15216, 15240, 15264, 15288, 15312, 15336, 15360, 15384, 15408, 15432, 15456, 15480, 15504, 15528, 15552, 15576, 15600, 15624, 15648, 15672, 15696, 15720, 15744, 15768, 15792, 15816, 15840, 15864, 15888, 15912, 15936, 15960, 15984, 16008, 16032, 16056, 16080, 16104, 16128, 16152, 16176, 16200, 16224, 16248, 16272, 16296, 16320, 16344, 16368, 16392, 16416, 16440, 16464, 16488, 16512, 16536, 16560, 16584, 16608, 16632, 16656, 16680, 16704, 16728, 16752, 16776, 16800, 16824, 16848, 16872, 16896, 16920, 16944, 16968, 16992, 17016, 17040, 17064, 17088, 17112, 17136, 17160, 17184, 17208, 17232, 17256, 17280, 17304, 17328, 17352, 17376, 17400, 17424, 17448, 17472, 17496, 17520, 17544, 17568, 17592, 17616, 17640, 17664, 17688, 17712, 17736, 17760, 17784, 17808, 17832, 17856, 17880, 17904, 17928, 17952, 17976, 18000, 18024, 18048, 18072, 18096, 18120, 18144, 18168, 18192, 18216, 18240, 18264, 18288, 18312, 18336, 18360, 18384, 18408, 18432, 18456, 18480, 18504, 18528, 18552, 18576, 18600, 18624, 18648, 18672, 18696, 18720, 18744, 18768, 18792, 18816, 18840, 18864, 18888, 18912, 18936, 18960, 18984, 19008, 19032, 19056, 19080, 19104, 19128, 19152, 19176, 19200, 19224, 19248, 19272, 19296, 19320, 19344, 19368, 19392, 19416, 19440, 19464, 19488, 19512, 19536, 19560, 19584, 19608, 19632, 19656, 19680, 19704, 19728, 19752, 19776, 19800, 19824, 19848, 19872, 19896, 19920, 19944, 19968, 19992, 20016, 20040, 20064, 20088, 20112, 20136, 20160, 20184, 20208, 20232, 20256, 20280, 20304, 20328, 20352, 20376, 20400, 20424, 20448, 20472, 20496, 20520, 20544, 20568, 20592, 20616, 20640, 20664, 20688, 20712, 20736, 20760, 20784, 20808, 20832, 20856, 20880, 20904, 20928, 20952, 20976, 21000, 21024, 21048, 21072, 21096, 21120, 21144, 21168, 21192, 21216, 21240, 21264, 21288, 21312, 21336, 21360, 21384, 21408, 21432, 21456, 21480, 21504, 21528, 21552, 21576, 21600, 21624, 21648, 21672, 21696, 21720, 21744, 21768, 21792, 21816, 21840, 21864, 21888, 21912, 21936, 21960, 21984, 22008, 22032, 22056, 22080, 22104, 22128, 22152, 22176, 22200, 22224, 22248, 22272, 22296, 22320, 22344, 22368, 22392, 22416, 22440, 22464, 22488, 22512, 22536, 22560, 22584, 22608, 22632, 22656, 22680, 22704, 22728, 22752, 22776, 22800, 22824, 22848, 22872, 22896, 22920, 22944, 22968, 22992, 23016, 23040, 23064, 23088, 23112, 23136, 23160, 23184, 23208, 23232, 23256, 23280, 23304, 23328, 23352, 23376, 23400, 23424, 23448, 23472, 23496, 23520, 23544, 23568, 23592, 23616, 23640, 23664, 23688, 23712, 23736, 23760, 23784, 23808, 23832, 23856, 23880, 23904, 23928, 23952, 23976, 24000, 24024, 24048, 24072, 24096, 24120, 24144, 24168, 24192, 24216, 24240, 24264, 24288, 24312, 24336, 24360, 24384, 24408, 24432, 24456, 24480, 24504, 24528, 24552, 24576, 24600, 24624, 24648, 24672, 24696, 24720, 24744, 24768, 24792, 24816, 24840, 24864, 24888, 24912, 24936, 24960, 24984, 25008, 25032, 25056, 25080, 25104, 25128, 25152, 25176, 25200, 25224, 25248, 25272, 25296, 25320, 25344, 25368, 25392, 25416, 25440, 25464, 25488, 25512, 25536, 25560, 25584, 25608, 25632, 25656, 25680, 25704, 25728, 25752, 25776, 25800, 25824, 25848, 25872, 25896, 25920, 25944, 25968, 25992, 26016, 26040, 26064, 26088, 26112, 26136, 26160, 26184, 26208, 26232, 26256, 26280, 26304, 26328, 26352, 26376, 26400, 26424, 26448, 26472, 26496, 26520, 26544, 26568, 26592, 26616, 26640, 26664, 26688, 26712, 26736, 26760, 26784, 26808, 26832, 26856, 26880, 26904, 26928, 26952, 26976, 27000, 27024, 27048, 27072, 27096, 27120, 27144, 27168, 27192, 27216, 27240, 27264, 27288, 27312, 27336, 27360, 27384, 27408, 27432, 27456, 27480, 27504, 27528, 27552, 27576, 27600, 27624, 27648, 27672, 27696, 27720, 27744, 27768, 27792, 27816, 27840, 27864, 27888, 27912, 27936, 27960, 27984, 28008, 28032, 28056, 28080, 28104, 28128, 28152, 28176, 28200, 28224, 28248, 28272, 28296, 28320, 28344, 28368, 28392, 28416, 28440, 28464, 28488, 28512, 28536, 28560, 28584, 28608, 28632, 28656, 28680, 28704, 28728, 28752, 28776, 28800, 28824, 28848, 28872, 28896, 28920, 28944, 28968, 28992, 29016, 29040, 29064, 29088, 29112, 29136, 29160, 29184, 29208, 29232, 29256, 29280, 29304, 29328, 29352, 29376, 29400, 29424, 29448, 29472, 29496, 29520, 29544, 29568, 29592, 29616, 29640, 29664, 29688, 29712, 29736, 29760, 29784, 29808, 29832, 29856, 29880, 29904, 29928, 29952, 29976, 30000, 30024, 30048, 30072, 30096, 30120, 30144, 30168, 30192, 30216, 30240, 30264, 30288, 30312, 30336, 30360, 30384, 30408, 30432, 30456, 30480, 30504, 30528, 30552, 30576, 30600, 30624, 30648, 30672, 30696, 30720, 30744, 30768, 30792, 30816, 30840, 30864, 30888, 30912, 30936, 30960, 30984, 31008, 31032, 31056, 31080, 31104, 31128, 31152, 31176, 31200, 31224, 31248, 31272, 31296, 31320, 31344, 31368, 31392, 31416, 31440, 31464, 31488, 31512, 31536, 31560, 31584, 31608, 31632, 31656, 31680, 31704, 31728, 31752, 31776, 31800, 31824, 31848, 31872, 31896, 31920, 31944, 31968, 31992, 32016, 32040, 32064, 32088, 32112, 32136, 32160, 32184, 32208, 32232, 32256, 32280, 32304, 32328, 32352, 32376, 32400, 32424, 32448, 32472, 32496, 32520, 32544, 32568, 32592, 32616, 32640, 32664, 32688, 32712, 32736, 32760, 32784, 32808, 32832, 32856, 32880, 32904, 32928, 32952, 32976, 33000, 33024, 33048, 33072, 33096, 33120, 33144, 33168, 33192, 33216, 33240, 33264, 33288, 33312, 33336, 33360, 33384, 33408, 33432, 33456, 33480, 33504, 33528, 33552, 33576, 33600, 33624, 33648, 33672, 33696, 33720, 33744, 33768, 33792, 33816, 33840, 33864, 33888, 33912, 33936, 33960, 33984, 34008, 34032, 34056, 34080, 34104, 34128, 34152, 34176, 34200, 34224, 34248, 34272, 34296, 34320, 34344, 34368, 34392, 34416, 34440, 34464, 34488, 34512, 34536, 34560, 34584, 34608, 34632, 34656, 34680, 34704, 34728, 34752, 34776, 34800, 34824, 34848, 34872, 34896, 34920, 34944, 34968, 34992, 35016, 35040, 35064, 35088, 35112, 35136, 35160, 35184, 35208, 35232, 35256, 35280, 35304, 35328, 35352, 35376, 3

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Send for Catalog
TREND CREATORS
1265 Broadway, NEW YORK, N.Y.

N. E. LOOKING AHEAD

(Continued from page 55)

partment of Commerce. The report was prepared by the Boston office of the department and covers business in all of the New England States. These business reports have been very helpful in this district and the specialty merchandise trade derives as much benefit from them as heavier lines of business. Current government report has a post-war slant and emphasizes the fact that there are at least 50 organizations in New England that are ready to aid business firms and especially new enterprises in getting started on post-war business. It is stated that these 50 agencies will prepare to furnish business and market statistics and that any established firm can get data which will help for planning future markets here.

Most of the organizations listed are interested in helping new firms to locate here, and they will furnish information on almost any subject from financing to renting building space.

Slow Return

Buyers who attend the furniture show were interested in the steps being taken by local firms in returning to civilian life. This region's WPA offices was not very optimistic in its recent report, saying that few firms had filed applications up to the present time. Officials stated that a lot of small manufacturers apparently did not realize that war contracts may suddenly come to an end and the small firms would lose out in the mad scramble to get started in manufacturing again. They strongly urged the small firms in this region to file their applications for reconversion.

An official message to this effect is being sent out to the New England territory.

Several firms not in the New England area were represented at the Boston show because it has been gaining in importance during the last few years. They were interested in the market area reached through Boston firms. The federal government says that the Boston market area consists of 85 incorporated towns. Business surveys usually speak of Boston wholesale firms as practically covering all of the New England States and reaching as far as Rhode Island. Some business surveys report Boston as the third largest wholesale market center in the United States.

Wholesale Data

The census of 1940 showed the New England territory as doing a wholesale business amounting to net sales of \$1,884,700,000. This covers all lines of goods, both heavy and specialty lines. The census showed that there are, in the Boston area, 38 wholesale firms dealing in sporting goods and similar merchandise. Fifty-four wholesale firms are handling electrical goods, and the territory had 41 wholesale jewelry firms centering in the Boston district. This gives some idea of the distribution facilities for specialty merchandise thru firms located in the Boston district. Massachusetts in the past few years has been showing a good increase in the number of outlets for specialty merchandise.

For example, in 1939 the reports showed increases of 15 per cent in the number of variety stores in the State, and the total sales of these stores had increased by 25 per cent in the past four years. Similar reports of increases in the number of outlets for sales were reported for drug stores, cigar stores and other spots that sell big quantities of specialty merchandise.

The State is reported in 1939 to have 253 jewelry stores, and there are many other retail outlets of similar type.

AMAZING ART COLORS ARE BACK!

Once again we can supply our famous Plaster Art Colors, which develop under and after coloring which can be disposed, with brilliant, lasting patterns of rich, vibrant color. These colors are used on hard or soft water. **Big MONEY MAKING!** Ideal Sample set of 6 color chips in 2-gram vials cost \$1.10. Your dollar refunded upon receipt of your first order for 1 gross of each of 4 set vials, delivered at whole sale price at \$4.00 per gross.

Staminate Corporation

100 Water St., New Haven 11, Conn.

FUNNY BUSINESS

NOVELTY FUN CARDS

Plaster and better sell with fun novelties in Toilet Stamps, Newsletters, Party Announcements, Party Stamps, etc. Sample set of 10 cards cost \$1.10. Your dollar refunded upon receipt of your first order for 1 gross of each of 4 set vials, delivered at whole sale price at \$4.00 per gross.

NATIONAL SPECIALTY SUPPLY CO.
Box 301, Cincinnati 1, Ohio

Just Out! The Thompson Plastic

SKYLARK

5c WHISTLE 5c

Sensational Novelty

FEATURES: Plastic, washable, unbreakable, hangs on the neck, gives out one note like a whistle, musical effects, bird imitations, kazo effects.

Big money maker for concessionaires, dealers, showmen.

Sold Exclusively Through Jobbers

GROSSMAN MUSIC CO.

210 Prospect, Cleveland, O.

FAIR and CARNIVAL SPECIALS

Our buyers have scored the markets for merchandise
U. S. MADE SLUM

	Per Dsz.	Per Gross
Worth Covered Base Balls	2.00	
Spanish Hats	2.25	
Mexican Hats	2.00	
White, Blue or Tan Yacht Caps	1.00	
Morsehead Plaques	1.00	
16-Inch Soldier and Sailor Dolls, Plastic	16.50	
Swaggers, Gro.	6.75	
Stuffed Bells, Special	10.75	
Jumbo Hawaiian Leis, Gro.	23.00	
Swaggers, Gro.	2.50	
Jumbo Fox Tails With Comic Cards	2.50	
Per 100	2.50	
Knife Rack Rings, Per 100	2.50	
Cane Rack Rings, Per 100	2.50	
Shooting Cars, Per 100	2.50	
4 to 7 Inch Hoop-La Rings, Dsz.	.55	

GLASSWARE

	Gross	Per Gross
Heavy Whiskey Glasses	3.50	
Ash Trays	3.75	
Tumbler	4.00	
Napkins	4.50	
Sugar Bowls and Creamers	4.50	
Saucers	4.50	
Cups	5.20	
Bowls	6.75	
1 1/2" Bowls	10.50	

Order From This Ad. All Prices F. O. B. Indianapolis.

No Order Shipped C. O. D. Without 25% Deposit.

KIPP BROS.

117-119 S. Meridian Street Indianapolis 4, Ind.

SOME OF OUR LATEST NUMBERS

For our full line of latest numbers and for our set K of illustrated price lists.

Beautiful Figurines



24284 K Figurines of Master Selfishness and Miss Gayness.

TREMENDOUS VALUE



24329 K Beautifully Colored Welpicaceous. Made of terra cotta composition, colored so true to nature that when they are taken from their boxes they make them out as BITTING RIGHT INTO THEM. Six different kinds, aprils, cherries, and raspberries, pinesapples, lemons and oranges. From 3 to 10 1/2 inch high. \$4.00 per doz, packed 2 doz, equally assorted in box. \$21.00 per gross plus 10%.

WE CARRY A LARGE LINE OF GIFT GOODS FROM \$1.80 to \$90.00 PER DOZ. COMPLETE SET K OF ILLUSTRATED PRICE LISTS WILL BE SENT TO ANY GIFT SHOP ON APPLICATION. WE FILL NO Orders for Less Than \$15.00.

LEO KAUL

IMPORTING AGENCY, Inc.

115-119 K South Market Street Chicago 6, Ill.

NEW 2-WAY CAMPAIGN BADGE

Cash in on the hottest campaign novelty during the coming red-hot pre-election period. Wearer displays three-colored precision-made plastic campaign badge. A light touch of finger changes candidate's name from one to the other. Moving parts will not get out of order. Simple to operate.

Good for "On the Fencers," salesmen and practical jokers. Your customers can watch their friends go "nuts."

Sample 25c. Per dozen \$1.80. Per gross \$20.00. Postage paid if cash accompanies order. Jobbers, wire for quantity prices.

IRWIN & HESSLEN

1549 S. Carson, Los Angeles 35, Calif.

CANES

Assorted colors, wicker style, \$7.40 per hundred, packed 200 to a carton. No less sold.

50 Per Cent With All Orders, Balance C. O. D. Specify Size To Ship.

M. & S. CANE CO.
P. O. BOX 95 CHENEVIERE, ILL.

BIG G

SPECIALS ★ CARDS
TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

A QUICK CLEANUP for SALESBOARD OPERATORS

With the
"Perfect"
ELECTRIC DRY SHAYER

Made by one of America's best known mfrs.
A. C. CURRENT
110 VOLTS



\$10.00

Retailer
WHILE THEY LAST
\$42.00 PER DOZ.

Attractively Boxed
Fully Guaranteed

With electric shavers hard to get—here's the quick cleanup for salesboard operators, pitchmen, retailers. A quality instrument, smartly designed with 500 rubber-covered "foam-in" cord. A fast right shaver. Chrome ivory, black. ORDER NOW—Enclose 25¢ deposit. Balance C. O. D. express. Foreign delivery guaranteed. Rush order before supply is exhausted.

WERNY J. HANDELSMAN, Jr.
139 N. Clark St., Dept. K, Chicago 2, Ill.

HARD TO GET NECESSITIES

—Also—
MILITARY
PATRIOTIC
ITEMS

Priced below competition in 192-page Wholesale Catalog, FREE. Write Today! 28 Years of Values!

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MAIN BRANCH • OUR ONLY MAILING ADDRESS
901 BROADWAY, New York 3, N. Y.
World's Lowest Priced WHOLESALES

MEN—Build a Wholesale Route GET INTO a Big Pay Business

We Help You Establish a Steady Route of Dealer Customers
Make good weekly earnings selling alone our BIG line of 200 products—all sold on credit. Show merchandise in your locality a tremendous line of self-selling, counter goods. Retail at 5¢ and 10¢. You make up to 115% commission. No lease required, regular. Easy to start.
A fortune made for thousands of men who have made our products famous from coast to coast. Now we have a "hook"—"Your Opportunity in a Wholesaling Business"—FREE—no obligation. WRITE TODAY.
WORLD'S PRODUCTS CO., Dept. 8-T, Spencer, Ind.

FUR COATS
JACKETS—CHUBBIES
FABRIC assortment of NEW 1944 outstanding creations. Perfect quality. Perfect workmanship. Distinctive style. Type at popular prices. FREE MONEY in your pocket. Selling fur to your friends and neighbors. Send TODAY for Illustrated Catalog and Price List. IT'S FREE!
S. ANGELL & CO. Milwaukee 3, Wis.

ATTENTION, ENGRAVERS!

Pins, Rings, Brooches! Military and Non-Military. Perfect Items for Engraving!
Sample Package \$5
Send Money Order. Immediate Delivery.
Milwaukee Novelty Co., 224 Westpark Blvd., Milwaukee 3, Wis.

MERCHANDISE TRENDS

(Continued from page 55)
ing week a year ago, the Federal Reserve Board reported. Good gains were felt throughout the country and wholesale price indexes were more active than in the past. Buyers trying hard deliveries of goods on order. Interest in retail sales was noted particularly in personal merchandise, but full goods of all kinds figured in sales last week. Handbags, popular jewelry items, novelty buttons and accessories were the main business for the week, indicating back-to-school trends and the preparation for a big winter.

Confectionery Future

The Bureau of Foreign and Domestic Commerce has made a report of the laboratory work done on post-war candy and confections, and from the results already tabulated, candy will have added food value with a bigger taste appeal. More vitamins and food nutrients will be added to the post-war candy bar but it will in no way detract from that ability to satisfy the craving for something sweet. Candy has always been an important item in American life, both commercially and individually, and progress made this far points to post-war confectionery which will not only surprise the taste of the consumer but the retailer and wholesaler as well.

Log in Fur Demand

Reports have shown that consumer demand of fur has been disappointing in most sections of the country. August is a big month for the industry, but the trade volume slipped substantially behind a year ago with re-orders reaching the trade being chiefly for lower-end garments. However, it is believed that conditions will change sharply for the better with the arrival of cooler weather. Effects of the 50 per cent tax on fur merchandise, lack of the usual advertising appeal, the prolonged heat spell and the belief that many customers were waiting to buy their furs to good advantages later.

FINE WATCHES

MEN'S & LADIES
And Novelties jewelry. Wholesale Only.
MARLENE SALES
5 N. Wabash Ave. Chicago 2, Ill.

CEDAR CHESTS

FILLED or EMPTY. WRITE FOR CIRCULARS. Specialists in Sales Board Deals.
CROYDON CO.
Box 85, Linwood St., Detroit 6, Mich.

SALESCARDS

You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world.

Get the best selection and lowest prices on all styles and sizes always. And you can also get special cards made to your own special design. Just tell us what.

FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE FOR FRATERNAL AND CAMPAIGN DRIVES

Special: 600-1000 Big Display Cards with 6 Colored Sections only 14¢. You save plenty by using them instead of boards during paper shortage.

Get our free color listing booklet of cards. Get it today. Write right now to

W. H. BRADY COMPANY
Manufacturers

EAU CLAIRE - - - WISCONSIN
Balmaceda, Pugh, Garris, Jackpot, Garris, Fraternal Fund Building Cards

ATTENTION!

SALESBOARD STAR SELLER
GLANT 30 in. WOOL PLUSH BEAR

Order Now for Immediate Delivery
\$48.00 PER DOZ.

Samples of Other Salesboard Numbers Sent on Request.
35¢ deposit With Order. Balance C. O. D.

MAYFAIR MDSE. CO.

16 W. 23D ST., NEW YORK 10, N. Y.

PRESIDENTIAL CAMPAIGN BAR PIN

SOMETHING NEW AND DIFFERENT
with Greeting Gold Inlay. Colorful—Attractive. Could also be used with other Party Candidates' name on it. In fact of Gold Inlay and Greeting Gold Inlay.

Sample Assortment \$1.00; \$10.00 Per Gross
Quantity Orders and Campaign Managers. Write for Special Price.

NAT FLEGELMAN, 1263 No. Paulina St., Chicago 22, Ill.

Surplus in 30 Days

WASHINGTON, Sept. 16.—Office of the Surplus Administration announced late this week that a detailed list of army surplus goods for sale will be ready within 30 days. Merchandisers may now get lists of surplus goods by placing their names on mailing lists of one of the 11 regional offices in Chicago, Cincinnati, Port Worth and Kansas City, Mo., or writing direct to the procurement division, Treasury Department, Washington.

Specific items should be requested when asking for lists of surplus goods, and officials stressed that "blanket requests" will not be filled. Three methods of making sales are used by the department—sealed bids, auctions and negotiation. Merchandisers are vitally interested in the sale of surplus goods because in a large part it will affect the civilian market, the variety of goods ranging from dry-cell batteries to gasoline "bites" cans.

FLAGS FOR V-E DAY

Everyone will want to display a flag for celebrating the day of victory. Your chance to make real money. This article offers the profits.



Print the illustration on white stock; also use heavier 18x16 inches. Below the flag is printed the Fledge of Allegiance and the words of the Star-Spangled Banner.

No. 52N88—Per 1000 \$25.00
Per 1000 2.75

N. Shure Co.

208 W. Adams St. Chicago 6, Ill.



#7670 ARMY TANK
A real reproduction of the tanks now in use. Makes a complete machine gun. Note the 24 wheels, 4" long and 3" x 1/2" wide. Each boxed. An excellent value.
\$4.75 Each

SPECIAL
7670A—The same 7670 set in silk lined gift box.
\$4.90 Per Set. \$33.00 Dozen.
1/3 Special.

DIVERSO PRODUCTS COMPANY
610 North Water Milwaukee, Wisconsin

COIL WORKERS!

Visit impossible to take apart. Plenty of free literature. Money back guarantee on every coil. 50¢ for sample. \$25 per 100. Send 25¢ with order. Wire or write

DUO-ELECTRO CO.

800 N. Clark St. Chicago, Ill.

CHOCOLATES

In Color Chocolates, Leatherette Vanity Boxes and Placards 1 and 2 1/2 lbs. Boxes. Deals for Operators. Write for Prices.

Earl Products Co.

1144 S. St. Louis Ave. Chicago 24, Ill.

VERD-A-RAY

ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA
SAVE ELECTRIC CORP., Toledo 8, Ohio

CLOSE OUTS

METAL EARPLUGS—HOOPS, DANGLES, BUTTON, 24-karat gold plated. All metal screw backs. Minimum order, one dozen. \$24.00 dozen, post paid. Send Cash With Order.

RICHEY COMPANY
508 First Avenue New York 15, New York

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

HENRY SUMMERS . . . in Lit. Bost. Press, Philadelphia, with foot and reported getting well.

ARE YOU WISER today than yesterday?

SAM BUTLER . . . is in Buffalo with Dolores Steiner on ironing paper at McCrory's.

E. J. HORST . . . links from Lima, O., that he saw the following getting good at the Sidney (O.) Fair; Jim Deaghter, peaters; Sam Leary; John Jacobs, punch needles; Ed and Ethel Hill, jewelry; and Roy Barber, chainware. Hearst asks for pipes from John Brennan, Larry Chappel, Jim Ryan, Murry Zukerman.

H. P. COPPEY . . . reports from Fon Du Lao, Wis., that a record of many years standing was broken at the recent Sandwich (Ill.) County Fair by the combination of Sam Bedrick and Bill Bernstein, papermen, at the Wells and Silcox wild-life menagerie.

SUCCESS is just hard work following a good idea.

COWBOY WILLIAMSON . . . reports getting plenty of long green on a new med package at Long Beach, Calif.

EDDIE DIEBOLD . . . cards from Philly that he sloughed Newman's foot after pitching it for 12 weeks in H. L. Green's store there. He is now with Everhine alive cleaner in the same spot, and reports getting his share. He further says that Leonard is still at another Green store, while Billy Long opened his grater outfit in a Green store there. Hazel Znyaza opened with Williams's foot early in September.

SAMMY LOVE . . . with mircula oil, has opened an office in New York, and will open demonstrations in Philly soon.

BOB ZYMACA . . . foot worker, back in harness in the Quaker City after many weeks in Aubury Park, N. J.

IF YOU DO IT TODAY you'll have more time for something else tomorrow.

TIP BRADY . . . says the Doc Carson mad show opened recently in Augusta, Ga., but the license was so high that it is moved to South Carolina. "We are heading for Ohio to play this winter," he adds.

BILLY LANG . . . working kitchen gadgets in Philly.

MURRAY ZUCKERMAN'S . . . spot at Atlantic City's Boardwalk was destroyed in the recent Knickerbocker Hotel fire. Loss not yet determined.

CARTHAGE PAIR . . . is the spot for real tales for the four-day start last week. Getting their share were William Westall, with peeters and juicers, in the best flash on the walk; Big Al Ross, with unbreak-

FOR INCUBATING CHICKS, HENS, EGGS, RESORTS, PROMOTIONS, etc. FAST SERVICE! Latest styles of locks, identification, brooches, Auklets, Secret Rings, Buttons, etc.

MAJESTIC BEAD & NOV. CO. 807 Fifth Avenue NEW YORK 10, N. Y.

MEDICINE MEN Write today for new wholesale catalog on Tylenol, Oil, Iodine, Rubies, Hints, etc. Low prices, rapid service. (Protects Liability Insurance Card)

GENERAL PRODUCTS LABORATORIES Manufacturing Laboratories Columbus, Ohio BUY WAR BONDS FOR VICTORY

P-A-P-E-R-M-E-N I HAVE SHEETS FOR ALL STATES

ALL WEIR KNOX. Good War Maps. Write to Wm. E. HUFF & SONS, Dallas 10, Texas

STERLING SILVER CHARMS OR BANGLES

EITHER SILVER OR GOLD FINISH!

STERLING SILVER	GOLD PLATED
B1...\$16.50 Gr.	B1...\$18.00 Gr.
B2...13.50 "	B2...15.00 "
B3...9.00 "	B3...10.50 "
B4...9.00 "	B4...10.50 "
B5...16.50 "	B5...18.00 "
B6...12.00 "	B6...13.50 "
B7...12.00 "	B7...13.50 "
B8...9.00 "	B8...10.50 "

BULK CHAIN
Sterling Silver Cable...12c Ft.
Sterling Silver Carb...15c "
Sterling Silver, Gold Plated Cable...14c "
Sterling Silver, Gold Plated Carb...17c "
Sterling Silver, Gold Filled Cable...24c "

CATCHES
Sterling Silver...\$4.00 Gr.
Sterling Silver, Gold Plated...5.00 "
Sterling Silver, Gold Filled...7.50 "

JUMP RINGS
Sterling Silver...\$2.25 Oz.
Sterling Silver, Gold Plated...2.75 "
Sterling Silver, Gold Filled...4.50 "

ORDER NOW! IMMEDIATE DELIVERY! 1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

MURRAY SIMON CO. 114 East 32d St., New York 16, N. Y. Phone Lexington 2-5788

FREE-LEVIN'S 1944 CATALOG-FREE

With an Order Selected From This CONCESSIONAIRES' PRICE LIST

GLASSWARE				AMERICAN MADE SIUM			
No.	Article	Pack	Per Gross	No.	Article	Pack	Per Gross
2008	1 1/2 Oz. Whiskey Glasses	Gross	\$2.50	2760	Whiskey Mirrors	Gross	\$2.50
2866	Belt and Pepper Shakers	Gross	\$3.00	2800	Plastic Animals, 8 kinds	Gross	1.25
2818	Coasters	Gross	\$3.00	1180	Band Rings, White Metal	Gross	1.00
4120	Ash Trays	Gross	3.75	2120	Paper Ring Flip Pins	Gross	.75
3425	Coffee Cups	Gross	4.00	2120	Paper Ring Flip Pins	Gross	.75
539	Jules Tumblers, 5 Oz.	Gross	3.75	8828	Bean Blower	Gross	1.00
521	Water Tumblers, 9 Oz.	Gross	3.85	71	Charlie Phoenix	Gross	1.00
1684	Nipples	Gross	3.80	3403	Lucy Charms, Carded, Box 120 Cl.	Gross	.80
2003	Coffee Ash Trays	Gross	3.00	3273	1 1/2" Comic Buttons	Per 100	2.25
1058	5 Oz. Shotglasses	Gross	4.75	1149	Sho Laces, 72 Pr. In Box	Gross	1.00
2843	4 1/2 In. Bowl	Gross	4.25	8634	Paper Mirrors	Gross	.75
2848	5 1/2 In. Bowl	Gross	4.50	8120	For Your Umbrella	Gross	1.00
2535	Mourning Cup	Gross	5.00	4616	Bea Balls	Gross	2.20
Also Butter Dishes, Refrigerator Jars, Water Butting, Fruit Bowls, One Gallon Cakes, etc.				4828	NWA Buttons, W/Bells	Gross	17.80
Grand-Price Sets, Eight-Piece Ovenware Sets - All at Lower Prices.				4023	Lara Paper Lids	Gross	1.75
				1618	6-1/2" Tails	Per 100	16.50
				610	6-1/2" Tails, W/Garbs	Per 100	16.50

Price F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Value and Merchandise" Are Shown in Our Latest 1944 Catalog-Write for Your Copy Today.

LEVIN BROS. Since 1886 Terre Haute, Indiana

FRINGED PILLOW TOPS

Made of Rayon SATIN and TAFETTA

5998 HEART SHAPE PILLOW TOPS, 18" wide by 17" deep, \$9 doz.

71210 SQUARE GIFT PILLOW TOPS, 20x20", \$6 doz.

All are made of rayon, satin and taffeta, furnished in assort. colors with the following reverse: Mother, Sweetheart, Father, Wife, Mother & Dad, Friendship, Forget Me Not, Remembrance, Mum, Just Hello, and Good Night. One Home. Special prices on large quantities.

5998 HEART SHAPE PILLOW TOPS, 18" wide by 17" deep, \$9 doz.

71210 SQUARE GIFT PILLOW TOPS, 20x20", \$6 doz.

ALL are made of rayon, satin and taffeta, furnished in assort. colors with the following reverse: Mother, Sweetheart, Father, Wife, Mother & Dad, Friendship, Forget Me Not, Remembrance, Mum, Just Hello, and Good Night. One Home. Special prices on large quantities.

LEROCK PRODUCTS CORP., 55 E. 11th St., New York 3, N.Y.



DIAMOND RING SETS
10K Gold Mountings
GR301—1 Diamond Engagement Ring and 2 Diamond Wedding Rings Set \$4.50
GR306—3 Diamond Engagement Ring and 2 Diamond Wedding Rings Set \$4.50
GR302—3 Diamond Engagement Ring and 2 Diamond Wedding Rings Set \$2.85
WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.

BIELER-LEVINE
87 South Wabash CHICAGO 5



Coming After Victory
A New and Better Line of
OAK-HYTEX BALLOONS

The OAK RUBBER Co.
RAVENNA, OHIO

JEWELRY ENGRAVERS

We have a few of the latest Time-Tone for engraving on jewelry, watch, hand-made jewelry, etc. Delivered FREE on receipt of P. O. \$1.00 for \$10.00. Includes 50 needles and one special needle for use on jewelry, watch, etc. Diamond Point Needle for just wear and use on any hardest metal, glass, etc., \$3.50 extra. Order now our famous Professional Model No. 8 Electric Engraving Press, 5 foot metal case, with 20 rolls SUPERIOR COAL DUST, 12" x 12" x 12", delivered FREE on receipt of P. O. \$1.00. Extra rolls sold, other metal watercolor colors, white, black, blue, red, green, orange, yellow, etc., \$2.50, 12 rolls \$15.00. Our metal is used by nearly all the 5 & 10's, picture, libraries, industries. Numerous full, small, medium or medium size, with lettering, etc., with a cut of the wrist. R. E. STAFFORD, 2434 N. Meridian St., Indianapolis 6, Ind.

CIGARETTES

P. R. BRAND
10 Packs (200 Cigs.) to Ctn. \$1.25
Packed 90 Cigs. to Case, @
U. S. Internal Revenue Tax Paid Only.

CIGARS

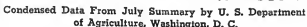
15c Retail, 50 to Box. \$5.50
20 Boxes Per Case, @
Minimum Order Case Lots of Either.
Send Full Amount or 50% Deposit by Bank Draft or Money Order.

ACE SALES CO. Dept. C Buffalo 3, N. Y.

15 Magic Tricks and PUZZLES
In Large Four-Color Box \$1.00 retail - \$7.20 gross
prepaid. One-third cash.
Sample etc. jobbers write.
THERON FOX
1028 CAROLYN - SAN JOSE 10, CALIFORNIA

VETERANS, BIG MONEY, OUTSIDE WORK
1944 National Ad Campaign Ready No First
sell our magazine published for veterans and army
NAVY SPECIAL IN- VISION 1943 and other money, attractive job
trained service men, jobs and story books.
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U. S. Supreme Court decision protects veterans,
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VETERANS' SERVICE MAGAZINE
169 Duane St. 28th Year N. Y. 15, N. Y.

O, Gulfport, Miss.



BARNEY TASSELL UNIT SHOW

DODSON'S WORLD'S FAIR SHOWS

CAN PLACE

Useful Carnival People in all departments, such as Help for Train, Polers, Chalkers, Ride Help, Canvasmen, Ticket Sellers, Girls for Musical Revue, Musicians and Colored Performers for Minstrel Show; top salaries with bouns. All winter's work, as this Show will remain out all winter. Wire, write or come on, will place you. Mind Reading Act or Mitt Reader that can work inside show and get money. Can also place A-No. 1 Talker for Side Show and Illusion Show, any good Novelty Act or Feature Freak for finest framed Side Show on the road.

All address DODSON'S WORLD'S FAIR SHOWS, Lubbock, Tex., week September 18; Austin, Tex., week September 23; Corpus Christi, Tex., week October 2; Beaumont, Tex., October 11 to 22; then Jacksonville, Fla., Northeast Florida State Fair, October 26 to November 4; Florida for balance of winter.

LEGITIMATE

CONCESSIONS WANTED

SOUTHEASTERN'S WORLD FAIR

ATLANTA, GA.

SEPTEMBER 29 TO OCTOBER 8

SOUTH MISS. FAIR, LAUREL, MISS.

OCTOBER 16 TO 21

ADDRESS

MORRIS LIPSKY, Concession Manager
JOHNNY J. JONES EXPOSITION
CHATTANOOGA, TENN.

WEST COAST VICTORY SHOW WANTS for

Pacific Coast Celebrations—Vallejo, Calif., Fiesta, 12 days and nights, in heart of busiest city, October 4 to 15, auspices Navy Mothers—Golden Jubilee Volunteer Fire Department, Mill Valley, Calif., Oct. 17-22, and 3 three big weeks to follow in San Francisco Bay area, including Armistice Day. PENNY PITCH, SLING-SHOT LONG RANGE GALLERY, SHORT RANGE GALLERY, ICE CREAM, FROZEN CUSTARD AND ANY OTHER LEGITIMATE CONCESSIONS THAT DO NOT CONFLICT. Also for Girl Follies, now managed by office. Can use good Dancers with wardrobe. Top salaries. Good conditions. Also can use good Talker for Girl Show. Must be experienced. Ride Help needed in all departments.

Write or Wire

MIKE KREKOS, General Manager, West Coast Amusement Company, Medford, Ore., September 18-24; Yreka, Calif., 26-30, and as per route. No collect wires.

GREAT SUTTON SHOWS

FOR SALE

COMPLETE OR IN PART. COME LOOK IT OVER.

Kennett, Mo., Sept. 18-23; Malden, Mo., Sept. 25-30; Carruthersville, Mo., October 1-8.

BISTANY GREATER SHOWS WANT

For Belle Glade, Florida, Boan Festival and eight bona fide fairs and all winter's work in Florida. First fair beginning in Gainesville, Fla. The only fair in that city, sponsored by American Legion. Want one or two more major rides. Shows with own equipment. What have you? Can use up-to-date Minstrel. Long season's work. Can place all kinds of legitimate concessions. Ride Help—Merry-Go-round Foremen. Murphy, wire me. Want other Ride Help and Ticket Sellers. Want to buy small Marquee for cash.

Write or wire LEO M. BISTANY, Melbourne, Fla.
P.S.: Flying Fishers, wire me.

WOLFE'S AMUSEMENTS

All This Week, Commerce, Ga., Sept. 19th to 23rd; Hall County Fair, Gainesville, Ga., Sept. 25th to 30th.

Can place Free Act. Want sensational Act for four weeks. Can place legitimate Concessions. Will book Minstrel Show, Animal Show, also neat Girl Show on small percentage. Will buy or book seven-car Tilt or Ride-Go. Going on permanent location in Florida for winter.

All Mail and Wires: BEN WOLFE, Commerce, Ga.

GREAT FREDERICK FAIR

Frederick, Md.

Week September 25 to 30 Inclusive

FIRST FAIR SINCE THE START OF THE WORLD CONFLICT.
LOCATED IN THE HEART OF AN INDUSTRIAL CITY.

SOUTHSIDE VIRGINIA FAIR

Petersburg Va.

Week October 2 to 7 Inclusive

This City Booming Due to Two Large Army Camps Within a Few Miles of the City.

WANT—Penny Arcade, Grind Shows of merit, SILODRONE, Glass House and Fun House.

WANT—Skilled Carnival Workmen in all departments. Winter quarters will open immediately after our last fair Thanksgiving Week.

WANT—ALL EATING AND DRINKING STANDS OPEN, AND LEGITIMATE MERCHANDISE CONCESSIONS.

CAN PLACE GIRLS FOR POSING ATTRACTION. SALARY (UNION) PAID BY THE OFFICE.

All Address

CETLIN & WILSON SHOWS

Hagerstown, Md., Fair

GOLD MEDAL SHOWS

WANT FOR THE FOLLOWING MISSISSIPPI FAIRS

Clay Co. Fair, West Point; LeFlore Co. Fair, Greenwood; Montgomery Co. Fair, Winona; Attala Co. Fair, Kosciusko; Pike Co. Fair, McComb, and Forrest Co. Fair, Hattiesburg.

CONCESSIONS—All Merchandise Concessions open. Will sell exclusive on Popcorn, Custard and Penny Arcade.

SHOWS—Fun House, Glass House and other good Grind Shows, RIDES—Kiddie Auto Ride and Pony Ride.

Address Booneville, Miss., this week; West Point, next.

LAST CALL

KALAMAZOO FREE FAIR

KALAMAZOO, MICH., SEPTEMBER 26 TO 30

This Is One of the Big Free Fairs in Michigan

Especially want Midway Shows, nothing too large; have ample room for Shows regardless of size. Can also place a few more legitimate Concessions; reasonable rates. Wire

W. G. WADE SHOWS

Defiance, Ohio, this week.

WALLACE BROS.' SHOWS

Want for 3 of Mississippi's Best Fairs

Webster County Fair, Eupora, Miss.; Yazoo County Fair, Yazoo City; Mississippi Nore State Fair, Jackson.

Can place following Concessions: Ball Games, Penny Pitches, Pan Games, Photo, Fish Pond, Cork Gallery, Ice Cream, Frozen Custard, Pop Corn, Candy Apples, Cotton Candy, Gumb Juices, Jerrico, Novelties, Ring Game, Juggle Board or any 15¢ Merchandise Concession. Notice—Can place two Wheels; you must have nice, flashy outfits and to drinks connected with your games. Want capable Grind Ride Austin. No drink machine will placed, as there are many spots and no time to set drink. Want Independent Show and Rides. What have you? Ride Help, Truck Drivers, Show People, come on. Can place Elmo Distors, Corn Game exclusive.

WALLACE BROS. SHOWS, Greenville, Miss., this week; Eupora, Sept. 25 to 30.

BUCKEYE STATE SHOWS

WANT FOR MISSISSIPPI COUNTY FAIR AND NATIONAL COTTON PICKING CONTEST — "ARKANSAS" GREATEST EVENT THIS SEASON—BLYTHEVILLE, ARK., SEPTEMBER 24 TO OCTOBER 1 LEGITIMATE CONCESSIONS OF ALL KINDS

TWO GOOD GRIND SHOWS, ESPECIALLY MECHANICAL SHOW. WHAT HAVE YOU?

Address all replies to MIKE ROSEN, Mgr., Paragould, Ark., this week.

WASHING EQUIPMENT, A NEW

WPB Speeds Revised Orders; OPA Lists Mchs. in Price Amend.

CHICAGO, Sept. 18.—Reports on developments in the recreation field were routine this week, and no definite reports mentioning coin machines were forth coming from the War Production Board as late as September 15. Business and the WPB seemed more interested in watching the big news in the theaters than in creating new developments.

WPB officials continued in their constructive program of revising control orders to have as many lines of business as possible brought under the spot plan. However, the revision of L-21-A seems to be still in the hopper, awaiting final approval by high officials.

Discussions in manufacturing circles here are increasing in momentum slowly and are generally optimistic. There was an increase in the number of distributors who came to the city, but manufacturers still say emphatically they are not ready to talk business. Experimental work is going forward in a normal way. Office of Price Administration did issue an order this week which mentioned coin machines. The price ceiling was simply that "coin machines have been added to the list on which manufacturers may apply for an adjustment in their minimum price." This relaxation is based on the condition that the increase in price to be absorbed at a subsequent level of production or distribution and will not increase the established retail selling price. Order to which manufacturers object is that coin machines were added was No. A-3 under the general consumer durable goods regulation.

Wis. Local Option Votes Show Trend For Prohibition

MILWAUKEE, Sept. 16.—Despite the return of whisky stores to the shelves of retailers, the hats of the nation's prohibitionists and the liquor cabinet of John G. Public, statistics released this week by Clyde S. Tutton, acting Wisconsin State beverage and cigarette tax division, reveal that Wisconsin is slowly but steadily returning to prohibition.

Out of Wisconsin's 1,794 cities, villages and towns, legally in 471 you cannot buy a drink. In 350 of them you can buy a beer. Over this area of drys some 331,000 persons who have voted thru local option to prohibit the manufacture and consumption of intoxicating liquors since the repeal of the 18th Amendment in 1933. The most pessimistic members of the liquor industry predict that Wisconsin will yet see the cloak of prohibition put over thru local option despite the Badger State's reputation for being traditionally friendly to the drink. Without saying that if prohibition should come to Wisconsin the coin machine industry would be seriously felt, bit in its sales ledger. The trade is watching the trend with interest not only in Wisconsin but in other States as well.

Tutton asserted that "virtually the entire State, as well as other States, may go dry, but the social evils are kept to a certain tavern keepers continue to alienate the public by unethical practices."

A recent survey by the Associated Press indicated there is a rapid trend toward prohibition thruout the nation. In any case, that hard liquor is prohibited in Kansas and Mississippi, and that Nebraska will vote in November on whether to prohibit "the manufacture, sale, transportation, importation, possession or use of intoxicating liquor by a beverage." A petition calling (See WIS. LOCAL OPTION on page 77)

lation which sets forth provisions for adjustments.

Keeping Pace

On September 1, an amended form of MPR-429 went into effect which made possible manufacturers to get price adjustments on reconditioned machines under that it is understood that OPA is revising its price orders to agree with the general policies

being followed by WPB. In other words, OPA revises its price orders on coin machines in order to coincide with WPB orders which will open the way to make parts or machines.

WPB reports in the last two weeks indicated a slowdown on the part of industry to apply for permits under the spot plan. A WPB report, September 14, said 51 permits had been given permits to make small quantities of civilian goods. By September 1, less than 500 applications had been filed by firms in all parts of the U. S. Reports indicate that manufacturers are continuing on their war order full speed, but they are closely watching the developments in the war theaters.

A report published this week said WPB (See WPB Speeds Order on page 74)

Editorial

Those Investigations

By Walter W. Hurd

LOCATION owners may easily become disturbed by federal investigations which involve coin machines. One of the most recently reported cases is that of locations in New York that have become disturbed by visits from representatives of the Internal Revenue Office who were checking to see if the federal tax had been paid on juke boxes in various locations.

Location owners in such cases usually hurry to get in touch with the operator, and the operator himself may get unduly alarmed, wondering just what the investigation is all about. Fortunately, in New York the divisional chief of the office was kind enough to explain matters when he learned that retail locations were greatly disturbed.

The revenue chief said there is no reason for alarm because the bureau makes routine checks on all lines of business covered by federal taxes. He said that regular inspections had been made of coin machine locations at intervals since the federal tax went into effect. Also, the possibility exists that in some instances the investigators may ask more questions than necessary and thus cause alarm. Or, in any location where there might be suspicion of evasion, the investigators will naturally ask questions.

It is understood that these routine investigations are repeated at intervals in all parts of the United States and that such checks are not an indication that wholesale evasion of federal taxes is suspected. A collector in one of the most important districts in the country once told the writer that since the coin machine trade was not the most important source of revenue for the government, check on these machines was usually reserved for those periods when other work was not so pressing, or that a collector might spend a day or two checking on as many coin machine locations as possible in order to turn in a more impressive report of the number of calls he had made.

The sentiment of the coin machine trade is strongly against tax evasion and especially against failing to pay the federal tax. Since

locations are directly responsible for paying the federal tax, the trade itself has not always been able to control all factors involved in the tax question. However, operators have always shown a readiness to co-operate fully with location owners in keeping taxes properly paid.

The existence of a triple set of taxes in federal, State and city fees puts a heavy burden on machines in some areas, and it is well known that high taxes, overlapping fees and similar excesses may lead to evasion. A recent situation has been in the newspapers in which city officials complained that the local license had not been paid on several coin machines. The city assessed a high fee on machines, and it goes without saying that by the time the federal taxes had been paid, there would be some reluctance in paying an unusually high fee to the city on machines in establishments with small patronage.

While the coin machine trade must use all its organized influence to prevent evasion of taxes on coin machines in any part of the U. S., yet attention should also be called to all those cases in which high fees or overlapping taxes place a heavy burden on machines in small retail stores. In some cases even the federal tax is too high and then when State and city also assess a fee, the total tax load may be much too high on machines in the small stores that really need them most.

When all these facts are kept in mind, neither operators nor location owners should be alarmed when federal officials make a check on coin machines. In the big majority of cases representatives of the various federal agencies will co-operate fully when the trade shows them co-operation. Federal agencies have learned a lot about coin machines, have a lot of statistics on file about all types of machines, the earning capacity and much other data, so there is no gain in trying to conceal anything.

All of which adds up to the fact that frankness and full co-operation is the right attitude toward representatives of the federal government.

Post-war Washing Equipment Will Be Good Mkt.

Specialized line which larger ops could enter—trend to community serv.

DETROIT, Sept. 16.—A marked expansion of the coin-controlled laundry equipment field has occurred during the war period—and one of the most significant in pointing to a possible field of expansion for the coin machine industry at a whole.

The laundry equipment field itself is a highly specialized one, usually run by one of a very few large companies which operate in a number of cities. There are, or have been, some independent operators with a few washing machines, but their products have not been widely placed on the market. In general, the company making the special coin-control attachment which converts a washing machine into a coin machine has distributed thru a single channel, if it did not operate directly itself as has usually been the case. Greater appliances are also coin controlled—chiefly ironers of various types and driers.

Good for Big Ops

Because all of these are large and complicated devices, subject to hard usage and requiring considerable maintenance, the field is not one to encourage the small operator. However, the coin operator has found, during the war itself, that there was a demand for his machines and could not possibly be controlled. The Coin-Meter Detroit Company, for instance, operating in many locations in the Motor City, has a waiting list of hundreds of large apartment buildings that want their machines installed.

These orders for machines cannot be filled today. Washing machines just are not being made, as anyone who has tried pushing one for domestic use knows too well. Nor are the large operators able to buy them.

Despite the fact that the government has recognized the essential contribution of this type of coin machine to the maintenance of essential civilian services by the award of a high priority rating—there are no machines on the market to be bought with any priority.

Save Wear and Tear

One reason that many buildings have turned to coin-controlled machines, where they never did before, is that individuals have found their own private machines more convenient than those turned to the public machine instead. In some cases they tend to do this in order to conserve their own precious machines. The result is a heavy overload on the operators which they cannot meet.

Present expansion is probably greater than that which operators will face in peacetime. It may be anticipated that by the spring will go back to individual machines.

However, that is where the possibility of sound maintenance and handling during the war period points to coin machine expansion. Actually, the large operators are doing a heroic task of maintenance today. They have to work with old machines under extreme load for long hours every day in the week. No machine is ever intended to be used to that. They maintain their machines in the best possible mechanical condition.

Coin-Operated Laundry

By providing this convenient service, available for a quarter when the customer wants to use the machine, the operators are able to relieve the headache of the heavy load in a private washing machine. A community machine, owned and serviced by the operator, may be the answer to the future of life. There are likely to be many (See A NEW FIELD on page 77)

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

By Nat Green

All Communications to 155 N. Clark St., Chicago 1, Ill.

Nevada Ranch Gang Tour

Pleetwood Jack and His Nevada Ranch Gang are planning a Southern theater and tent show that will play thru Virginia and Tennessee this month and later will visit WSM, Nashville, as guests of Ernest Tubb and Roy Acuff and His Smoky Mountain Boys. Jack writes they will go to Massachusetts for several weeks, then into New York for a week of cutting disks and to make a short show before entering Western Pennsylvania on a theater tour.

New Tunes

Bugene Wellman's Moonlight will be released by International some time this month.

Lately, by Kenny Manges and Maurice Crance, is getting a place from many hillbilly artists on the air.

Jack Fried and Jerry Lama, whose Don't Waste My Time has been going over good, have turned out another tune, Good Goodbye.

Tex and June, on WPCI, Pawtucket, R. I., have joined the growing list of radio artists who are writing songs, and some of their tunes soon will be heard on the air.

Tunester Tattle

The Polk Tunes editor has received some notes signed "One Who Knows." The editor once more reminds that any material not signed by the writer cannot be published. This is in the interest of accuracy.

Tex Grande, featured on De Luxe records, is now in the Army Special Service. Grande's most popular record is *Swearheart, I Remember*.

The Pinetones, new girl singing quartet, and Johnny Waldorf, featured vocalist, are now heard on the WOWO, Fort Wayne, Ind., *Lazy Listeners* show. Moe Hooper, vocalist formerly one of the Morin Sisters, is doing the Pinetones' arrangements.

Minnie Pearl, of the Grand Ole Opry, WSM, Nashville, is now publishing her own newspaper—a monthly tabloid titled *The Grinders' String Gazette*, for Opry fans.

I'll Forgive You But Can't Forget, Pee-Wee King's song hit featured by his Golden West Cowboys, has been recorded by Roy Acuff. Pee-Wee and his unit have been packing 'em in on a tour of the Carolinas and Florida. Last month he, the Duke of Paduch, and Ernest Tubb played to 14,000 people in a one-day engagement in Jacksonville (Fla.) Stadium.

Tubb Tours Penny Parks

Ernest Tubb and His Texas Troubadours recently completed a six-day tour of parts in Pennsylvania on which they played a big draw. Spot played included Sunset Park at West Grove; Indian Echo Park, Hummelstown; Valley View Park, York; and Uncle Sam's Park, Reading, all in Pennsylvania, and Radio Park, Wilmington, Del. Dates were set by Ed Hiller, former manager for Al Detter.

Dothan Likes Bill Boyd

Bill Boyd and His Cowboy Ramblers were the feature attraction at the Housaton County Park, Dothan, Ala., this year and, as usual, drew capacity crowds. G.

SPECIAL!

6 PANORAMS WITH MILLS
SOL-VOUE CONVERSIONS

\$225.00 FOR THE LOT

\$400.00 EACH

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MUSICAL SALES CO.

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Louis Oppert, publicity director of the fair, says Oppert has proved the biggest drawing card the fair has ever had. He has been featured there three out of the past five years.

Southern Loves Folk Music

Powertful folk music which has millions of people is no better demonstrated than in the Southwest where it has not only been responsible for building up huge sales of various products but has elected two governors.

Fame of the present ferry senator, W. Lee O'Daniel started when he was sponsored for several years, together with a hillbilly band, on WBAP, Fort Worth, by a large flour milling concern. O'Daniel left his sponsor and started his own milling concern, organized his own band and "went to town" with "Hillbilly Flour."

Down in Louisiana it was the fame of Jimmie Davis, who was elected governor and other songs that put him in the governor's chair, and made Charlie McEwen, of Eunice, the governor's chief adviser.

The phenomenal promotional campaign on Crazy Water Crystals was built on folk music programs. Hal Collins, president of the Crazy Water Company, recognized the popularity of folk music with the plain people everywhere. He had tried a pop-tune band with only moderate success. Then he switched to a folk tune band and things started humming. For several years Jim Boyd, the Texas Mockingbird, made one transcribed Crazy Crystal program after another, then in August, 1942, he was made director of the Crazy Crystals TQN program, and with his band of Texans has played and sung American folk tunes into the homes of millions via radio—and has rolled up amazing sales totals for the product he plays.

FOLK RECORD REVIEW

(Continued from page 27)

DIXIE HUMMINGBIRDS (Regis)
I Just Couldn't Keep It To Myself—FT. V.

One of the better of the spiritual-singing quartets along the Eastern shores, the Dixie Hummingbirds elude up with the best of the gospel singing that was given. Their virile voices nicely blended, with inherent rhythmic qualities in their voices, the four boys sing the spiritual without instrumental stimulation nor is any needed. Most striking is their song for *Rock of the Seven Seas*, their spasmic run in song running the gamut from A to Z. The baritone voice leads the way as the tempo is slowed down for *I Just Couldn't Keep It To Myself*. An excellent figure on the church circuits and in quartet competitions, the race locations will find the Dixie Hummingbirds a strong presence.

BIG BILL (Okeh)

Bad Acting Woman—FT. V.

I'm Woke Up Now—FT. V.

The "who-ee" blues shouting of Big Bill Broonzy's blues, both of these original race blues. Both are slow blues items and both of the back-biting variety. Accompanied by piano, guitar and washboard, *Bad Acting Woman* and *Big Bill* complaining that his woman "don't do no one man no good." Backed by piano, *I'm Woke Up Now* has Big Bill admitting that he has been hoodwinked and his gal has done him wrong, adding the moral, "don't trust nobody no how."

POP. RECORD REVIEWS

(Continued from page 27)

PERCY FAITH (Decca)

Long Ago—FT. I Love You—FT.

There is an abundance of color, etched by the strings and woodwinds, for Percy Faith's concentrated renditions of *Long Ago* and *I Love You*. Two of the more important songs of the year. While both ballads may have passed the popularity tests, it's easy and relaxing listening to the radio maestro's spinning.

Percy Faith's interpretations are created for

the intimacy of the parlor phone and not for the mass appeal of the juke box.

WILL BRADLEY (Beacon-Celebrity)
Lightning Boogie—FT.

Sugar Hill Boogie—FT.

The nondescript Emporia "Lefty" Scott has pieced together two exciting riff patterns for this jam jam crowding around Will Bradley's trombone. With Johnny Guarneri pounding out the eight-to-the-bar rhythms at the piano, abetted by Bobby Haggard's bass and plus Billy Gussak's drumsticks, the setting is a potent one for Bradley's ellip-horn, Billy Butterfield's trumpet and Paul Ricci's clarinet. With Guarneri's piano accompanying the side, all the instrumental voices get an inning for *Lightning Boogie*, whirled out in lightning tempo. But for the more profound grooves, it's the jump boogie music for Sugar Hill Boogie for which trombone and piano share the spotlight.

For the nickel-spenders, it's "Sugar Hill Boogie" that packs the most popular appeal.

JIMMY DURANTE (Decca)

Unbrings—FT. V. *Inka Dinka Doo*—FT. V.

This attempt to give modern dress to Jimmy Durante's rancorous and a glee-glee glow to his corn is hardly the proper formula. Horn-strung with a heavy orchestral accompaniment by Roy Barry's band, with the six hits and a Miss confining him with their voices, it's like putting the Schuco in a straitjacket. Neither at liberty nor at ease, it's almost Durante's impersonation of Durante going half-totally for the long-bottle set with such favorite songs as *Unbrings* and *Inka Dinka Doo*.

On the strength of the comic's personal following and the featuring of "Unbrings" in his "Music for Millions" movie, that side may drain off some sales in the juke boxes.

Popular Album Reviews

OPERETTA POTPOURRI

(Columbia)

The light operetta once again packing

the playhouses on Broadway, the interest is certainly pronounced for such music as the waltz. To serve that end, Columbia brings up for the first time a set of sides made by Marek Weber, whose flair for interpreting the continental favorites has already been brought to attention in his earlier in *Old Vienna* and *Continental Tango* albums. For the four records that comprise the *Operetta Potpourri*, Weber brings back fond memories of as many famous stage pieces. His salon orchestra catching the spirit and flavor of each song, and with Weber's arrangement weaving together the better-known melodies contained in the scores, the *Potpourri* takes in the selections from two of Johann Strauss's gypsy works, *The Gypsy Baron* and *Die Fledermaus* (recently revived as *Rosinella*); Rautenbach's *Kaiman's Gypsy Marbles* with its bitter-sweet gypsy melodies; and Sigmund Romberg's tuneless *The Student Prince*.

DOUBLING ON THE IVORIES (Victor)

The 10 spite fingers of Arthur Whitmore, coupled with Jack Lowe's 10, make fanciful and highly diverting two-piano music in the tradition of such of this new *Doubling On The Ivories* set. Styled by the boys themselves, the eight sides take in as many inviting selections as *Swing with Begin*, the *Regiment*, coupled with a melody of *South American Way* and *If I Should Lose You*; carrying on with *Night and Day*, *Templeton*, two of Alie Wilder's moderns in *The Nervous Goldfish* and *Seldom the* and polishing off their package of pianoology with two sides for a *Waltz-Fantasy* based on Johann Strauss themes. There is plenty of contrast in musical mood and pace with such a potpourri, and the Steinwaying of the twosome makes it all very palatable. Team of Whitmore and Lowe going good guns on the concert stage, their classical reflections in jazz as contained here will find most favor in the long-hair set rather than hitting a popular with for mass appeal.

IT'S NEW!

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PERMO POINT ROUNDS
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Here is the Coln Phonograph Needle that solves those wartime needle troubles. Ask your Decca, RCA, or Columbia distributor about it. Available now! Costs as more.

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Ottawa Passes 11 P.M. Curfew On Juice Boxes

OTTAWA, Sept. 16.—The practice of fixing a curfew on the playing of juke box recordings was spread to suburban Eastview here, when the municipal council passed a law ruling that juke boxes in restaurants must be silenced by 11 p.m.

A previous by-law had prohibited dancing in restaurants but the juke boxes were able to listen to their favorite jump and jive until this restaurant closed.

The council did not overlook the matter of closing hours either. It ruled that all restaurants must be closed by 12:30 a.m. and all customers must be out by 1 a.m.

Wurlitzer Profit Off, Report Shows

BUFFALO, Sept. 16.—The Rudolph Wurlitzer Company, of New York, reported net profit for the first quarter ended June 30 of \$38,744, equal to 14 cents a share, compared with \$18,745, or 7 cents a share, in the same 1943 period.

R. C. Roling, president, said that the company's sales in North America, and the Kalm, Ill., during this period "were engaged to a large extent in engineering and tooling new war goods which will go into full production in the second quarter."

Roling said the unfilled orders for juke boxes and radios had reached an all-time high and that government contracts to require the total facilities of both plants for the production of war goods.

Trade Seen as Employment Aid In Peacetime

CHICAGO, Sept. 16.—Lotions belonging to the service trade will be important in maintaining future employment according to a department report made by the U. S. Bureau of Commerce. The U. S. The coin machine trade, itself classed as a service trade, recognizes that many of the coin machines listed in the report have been important as coin machine locations in the past, and if business leaders encourage such locations in the future they will still be more important to the coin machine industry. The leaders say that if these locations are so important in furnishing jobs to millions of people, coin machines will be still more important because of the added revenue which these locations get by using coin machines of various types. The report emphasized a list of trade data which has been published in a series of pamphlets entitled *Facts About Distribution*. Some of the locations in past years have not been considered so important for coin machines but many observers believe that even the most exclusive locations of the past may use one or more types of machines.

The Chamber of Commerce report stresses the fact that auto service stations, including the new filling plants, rank high in furnishing jobs. The coin machine trade recognizes that such establishments will greatly increase the use of cigarette, candy and soft drink vending machines in the future. These plants are being used to supply the larger music services in the industrial music field and in the future they may be ready for music services offered by juke box set-ups.

A summary of the trade data contained in the report follows: Automobile and services account for 12 per cent of service trade activity, other repair shops 11 per cent and custom industry 10 per cent. Beauty parlors and barber shops exceed other establishments in number on the list of the figures. The pamphlet stated that 205,347 of these establishments employed 892,290 persons in 1939, with receipts of \$481,000,000.

The largest number of businesses, however, went to laundries and dry cleaning plants, with receipts of \$693,000,000. There were 34,000 such plants, employing 382,360 persons. Shoe repair shops numbered 50,100 and employed 61,000 proprietors and workers. There were also 56,000 additional establishments with 49,400 persons employed in repair, alterations, cleaning, dyeing and renovating work, including clothing. More than 26,000 persons were employed in 11,000 photographic studios, and there were 18,200 funeral and embalming establishments with a total volume of \$262,000,000.

WPB SPEEDS ORDER

(Continued from page 67)

Officials here are anticipating that Germany would collapse by October 31. The strong feeling is to give the green light to industry as soon as Germany collapses still exists among WPB officials. In a public statement September 15, Acting Assistant Secretary Krug said there would be plenty of civilian goods within a few months after Germany collapses. He said that WPB is revising all control orders to have everything ready to do business when war conditions permit. WPB issued an amended form of CMP-4 in order to have the metal situation ready for the collapse of Germany. WPB also issued regulations which permit warehouses and supply firms to sell materials under a new aluminum symbol to be indicated by the letter "Z." This may prove useful to manufacturers in the near future. Small quantities of steel were also set aside for civilian use. There are some of the moves that indicate the gradual steps toward making civilian goods again available. The move pushes its war effort toward victory as soon as possible.

Seek To Postpone Local Option Vote In Benton Co., Ark.

BENTONVILLE, Ark., Sept. 16.—A hearing is scheduled for this week before Circuit Judge J. W. Trimble appealing an order of County Judge Joseph Beardsley setting September 24 as date for a local option election on the manufacture and sale of liquor in Benton County.

Reports that the proposed election on the manufacture of liquor is affecting prices and markets for grapes and apples were met here with the statement that the quantity of apples used for juice is negligible and that processors are anxious to buy all grapes available at the highest OPA price for grape juice.

Virginia ABC Board Profit \$7,436,949

RICHMOND, Va., Sept. 16.—The Virginia Alcoholic Beverage Control Board made a profit of \$7,436,949 during the fiscal year which ended June 30, after the board here.

After making bookkeeping adjustments the board said the amount of money to be distributed among the State and the local government with the 1943-44 fiscal year. Localities will receive an amount equal to \$1.67 for each resident of Virginia, according to the 1940 census.

The State will receive the first \$750,000 plus one-third of the remainder, or approximately \$2,585,000. Last year the State and localities received a total of \$5,000,000 each and the per capita profit was slightly more than \$2.29.

Profit of the fiscal year was more than \$3,000,000 less than the profits of the preceding year. However, much of the preceding year's profit was made before rationing.

Each political subdivision of the State may figure its approximate share of the \$192 million by multiplying its 1940 census figure by \$1.67.

CPS SELECS RECORDS

(Continued from page 72)

camp amplifiers a bad fourth. This one again points up the importance of discussing the records with their mentors to see to it that the juke box operators are well-supplied with platens, and that the records are better than the air get their share. For a record to be heard by the bobby-oxy brigade or the haters there are the two outlets that can't be overlooked.

The section of the survey questionnaire which asked the warrent how they got the records for their camps and bases necessarily had to have a decided effect on the entire outcome of the disk division of the survey. In other words, if the disks were supplied in great part by civilians, or outsiders, it could easily be very well known that the records were being pre-determined; they couldn't very well make what they never heard. Since the survey was made by the army, the most prolific sources for records in camps and bases are the servicemen themselves, all the other results of the survey are in the hands of the army. The greatest number of disks arrive in the greatest number of fighting centers by actual military mail.

The second most prolific source is the Special Services Division of the army, and the third is the post office. The popularity determinations, is donations by civilians.

Seventeen camps reported that they had a large number of records. The disks, and lax civilians in a position to donate platens might start by shooting a batch to those. All in all the record division of the First Annual Billboard 'O. I. survey indicates that no matter how you "em, disk will be king. It is music, they know what they like and say so in very plain language.

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discs dance. Discs in "A" condition. I
guarantee them to give satisfaction. Price \$7.00
per set of 10 or \$12.00 per set of 20.

HUGO JOERIS
8208 Jackson St. AMARILLO, TEXAS

WANTED

First-class Phonograph Merchants.
WOLF SALES CO.
1088 Broadway DENVER, COLO.

501 MUSIC BOXES

OF ALL TYPES

ESTABLISHED ROUTES

WILL SELL ON AND OFF LOCATION

PENNSYLVANIA VENDING COMPANY

1207 MURIEL STREET (No Telephone Inquiries, Please) PITTSBURGH 3, PA.

PHONOGRAPH ROUTE FOR SALE

Substantial route—principally late model Wurlitzer—in finest part of California, near San Francisco, with tremendous profit possibilities. August net sales nearly \$70,000.00. Same operator can double this route, including truck, and business, to \$120,000.00. \$25,000.00 cash will handle. Balance, terms, to party with good credit standing. Inquiries, give references.

Address: BOX 40-290, The Billboard, Cincinnati 1, O.

MECHANICS WANTED

Experienced on all types of Phonographs.
Good post-war future for right man.

Automatic Music Co.
231 Mutual Home Bldg. DAYTON, OHIO

NEW RECORDS FOR SALE

10% off list price. State needs in general.
No lists sent.

RECORD SHOP
110 Washington St. East Brunswick, Pa.

Cig-Back arkets

Small Towns, Rural Areas Hard Hit; Venders Empty

Eighteen large cities covered in survey show tie-in sales—hoarding and ceiling violations add to acuteness of situation—little relief in sight

CHICAGO, Sept. 16.—The fact that cigs are almost impossible to get for vending may not be news to them, but the fact that a black market is thriving in cigs will be. This fact was revealed by *The Wall Street Journal* of Commerce, as the result of a survey it conducted recently. At Fort Worth they will deal you a carton from under the counter for \$3.50 to \$4. Post-exchanges at the near-by army

base in many resort villages in New York, Pennsylvania and New England cigs are peddled at 25 cents a pack, take it or leave it.

The "premium" in Montgomery, Ala., is 50 cents a carton.

Retailers in New York report small sub-jobbers are offering scarce popular

brands at fantastic prices, \$1.50 to \$1.75 a carton wholesale.

Omaha turns up a complaint that railroad porters buy up smokes a pack or two at a time, then resell to train travelers for double the regular retail price.

Cigs have been available in Rochester, N. Y., for \$80 to \$85 a case compared with the legitimate price of \$71 to \$72.

These are typical examples of black marketing turned up by an 18-city survey of the cig shortage situation.

Other highlights:

Retailers are universally rationing their customers. The usual allowance is one pack at a time. In 15 of the 18 cities checked, tobacconists generally are enforcing a rigid one-pack limit. Lincoln, Neb., reports the most liberal sales policy; there it's still possible to get four packs at a purchase, altho the general limit is one.

Currently, the cig shortage appears most acute in country areas, smaller towns and in cities with war-swollen populations. Retailers assert the tobacco rationing system is partly to blame, arguing that their method of allocating supplies on a quota of previous sales is unfair, but the civilian population has tripled its normal consumption. Aside from some stocks held for the military, there just isn't any untopped corn for sale, according to the trade.

In rural Alabama, for example, popular "pirate" brands are characterized as "unobtainable." From several Midwestern centers come reports that farmers are turning to pipe smoking because of the unavailability of cig supplies. Smaller towns frequently run out of supplies for days at a time.

Fort Worth, with a big wartime increase in population is chronically short of smokes and its residents have taken to making special cig buying trips to better supplied near-by cities.

The more acute shortage in the "big five" cig brands has skirted sales of less well-known makes. Many retailers report customers now ask for "a pack of cig-arets" rather than naming a preference.

Detroit tobacconist comments: "People now buy anything smokable. They don't ask for brands. You'd think this place was a speakeasy the way they take in beer and whippers at me."

New York retailers say: "Old customers who used to be fussy about brands don't pay any attention now. They are glad to take a pack of cigarettes they have never heard of before."

"Smokers will buy anything," reports a big Omaha dealer.

All the new familiar shortage symptoms are showing up in the cig business, hoarding, tie-in miles and price ceiling wiggles.

Jobbers in New York and Detroit complain that retailers are hoarding; retailers accuse their customers of the same thing. The most familiar complaint: "They make the rounds buying a pack at a time."

Several elite tie-in sales are fairly common. Some Fort Worth grocers now refuse to sell cigs unless the customer also buys foodstuffs; there are cases of retailers charging women more than men. From Rochester, N. Y., comes a report of grocers boosting their sales by demanding that customers buy a box of cookies to get a pack of smokes.

In Montgomery, Ala., evasion of ceiling prices appear fairly common. A correspondent for *The Wall Street Journal*

COMMERCE MERCHANTS MART

Discuss Peanut Crop

At a meeting of the peanut advisory committee and representatives of the War Food Administration, problems facing both the government and industry during marketing of the 1944 peanut crop were discussed. Military requirements for peanuts during the coming season, as outlined by the quartermaster crops, showed a large increase over similar requirements a year ago. Nearly half the commercial crop of Virginia type this fall will be needed to supply army and navy requirements for salted peanuts alone. Now under consideration by WFA is a development of marketing controls that will make it possible for the army requirements of Virginia type salted peanuts to be met. This will curtail the amount available for the civilian trade during the coming season.

To Import Brazilian Cocoa

Cocoa importers have reached an agreement with Brazilian shippers to purchase 300,000 bags at 8.25 cents a pound, freight and cost, for shipment from September 1 through December 31.

Since January 1, 2,395,194 bags of cocoa have arrived in the United States, compared with 269,904 bags in the same period last year.

New Chewing Candy

A new chewing candy has been marketed in the Philadelphia area by the Frank H. Bie Corporation, chewing gum manufacturers. The new confection is best described as a soft taffy. It is made to sell for a penny. Due to labor shortages and other factors, it probably will be some time before the firm can increase production sufficiently to market the candy on a wide scale.

Popecorn Shortage

Prospects for popcorn vending machine operators are extremely gloomy this season. Not only is the army taking big quantities of popcorn, but the civilian population has tripled its normal consumption. Aside from some stocks held for the military, there just isn't any untopped corn for sale, according to the trade.

More Beet Sugar

Beet sugar production will rise sharply next year, it is predicted.

One reason is the early announcement: "I personally paid 24 cents for a pack today (ceiling 21 cents). The OPA is aware of the situation but apparently is doing nothing."

Cig distribute and retailers almost without exception are convinced that they will be in for supply troubles for a considerable period to come.

Tobacco stocks maturing in warehouses have been shrinking for some time, the result of insufficient crops and sharply rising demand. The cig companies point out that the government is not maintaining a high level of leaf prices has resulted in artificial curtailment of crops.

Latest official figures on tobacco production and consumption and stocks from the War Food Administration which reports that as of July 1 stocks of all types of tobacco in the United States and Puerto Rico had shrunk a little more than 2,340,000 pounds, 8 per cent below supplies on the same date last year and the lowest inventory to be reported since July 1, 1939.

According to this official analysis the decrease in inventories is due partly to smaller leaf production but principally to high domestic consumption, large shipments to the armed forces and to heavier exports, including to the United Kingdom. Analysts suspect labor shortages also are now hampering production.

In the 12 months ended July 1, cigs shipped to the armed forces doubled quantities of the preceding fiscal year; cigar shipments tripled. There are no official figures on retail sales, but the gossip of "huge government stockpiles" soldiers serving abroad are beginning to complain of inability to buy popular

of the government's price support program for 1945. Output dumped more than 40 per cent in 1945, and this year crop won't be much better. A major factor in the abnormally low acreage was government's delay in deciding price policies. Farmers didn't know what to count on, so many turned to other crops. This uncertainty cost half of California's acreage alone.

Vaughn Is Appointed NAMA Asso. Director

CHICAGO, Sept. 16.—The appointment of Tom Vaughn as associate director of National Automatic Merchandising Association has just been announced by C. S. Darling, executive director of NAMA. Frank Newman, who, as assistant secretary of NAMA, was well known to the vending machine operators thruout the country, has completed nearly a year of service in the United States Navy as lieutenant (j.g.), and is now assigned to active duty in the Pacific.

Vaughn was educated in Pennsylvania and California, and for many years his work was in the field of service to States and communities in which he worked in this capacity were New York, Connecticut, Washington and Montana, as well as the States of Florida, Wisconsin, Illinois, Mobile and Dothan, Ala.; Asheville, N. C.; Chattanooga and Memphis, Tenn.; Watson, Wis.; Fort Smith, Ark.; Tulsa, Okla.; St. Louis, Mo.; Denver, Colo.; Albuquerque, N. M.; Austin, Tex.; Bridgeport, N. J.; Lebanon, Pa.; Springfield, Ill.; and Muskegon, Mich.

Vaughn also conducted an insurance brokerage business in Delaware, where in 1941 he ranked 36th in the country in volume of sales for Mutual Life Insurance Company, New York.

In the war program, Vaughn served as principal adviser for mobilization address and setting deputy director for the United States Office of Civilian Defense, where he had direct charge of promoting civilian war services and volunteer recruitment to assist the war effort in the States of West Virginia, Kentucky, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri. In expression of the United States Government's appreciation for his service, Vaughn recently received a "Certificate for Meritorious Service for rendering effective and valuable assistance in the war effort."

In announcing Vaughn's appointment to the members of NAMA, Darling states: "Tom is friendly and capable, and has a fine sense of humor. He is a native of the country. I hope each of you will have an opportunity soon of meeting him personally, either at our Chicago convention or at the annual meeting or one of the numerous regional meetings which are planned, or when he may have occasion to visit your city on association business."

NAMA, which has just completed eight years of coordinated and efficient and service vending machine industry, maintains offices at 1200 South La Salle Street, Chicago, and Darling points out that the association is always glad to hear from manufacturers and operators of merchandise and service vending machines, whether or not they are members of NAMA, with regard to individual or industry problems.

Ball Gum Operators, Attend!

Many operators have chosen to VENDING BALL GUMS to be most profitable. Read Your Order in at Once! 10,000 only \$10.50; 50,000 only \$45.00. A case of 1000 only \$140.00. Full cash with order.

VICTOR VENDING CORP.

5711 W. GRAND AVENUE, CHICAGO

BALL GUM SUBSTITUTE

MARBLES—GLASS—ASST. COLORS

Barrel of 30,000 \$59.50

Box of 15,000 19.50

CHARMS, Best of U. S. Gross Carton,

\$13.25 Parcel Post Paid.

COIN COUNTERS, # of Sc Cast Aluminum,

\$1.25 Each While They Last.

WINGS, Counter Gear, Rebuilt,

\$7.95 Ea.

Full cash with order—f.o.b. factory.

TORR 2047 A. SO. 68
PHILA. 42, PA.

For Immediate Disposal 25 BALLY BEVERAGE VENDERS

Complete carbonating unit with filter and cooling device. Extra refill drums.

BEST OFFER TAKES LOT

Write, Wire or Phone Today.

TRIMOUNT COIN MACHINE CO.

40 Waltham St. BOSTON, MASS.

Liberty 9420

FOR SALE

30 300-Drink Capacity Beverage Machines on location, doing nice volume. Will sell on or off location. Plenty of parts. For information write, wire, call

BILL NEWTON

1904 Barcelona Ave.,

Fort Myers, Fla.

Phone 662M

FOR SALE

8 Coca-Cola Venders (Half), 1 ea. 5 Gall. 10 Gall. and 15 Gall. Canteens. 500.000 runs for above. Coka Syrup. This equipment will be sold at a sacrifice, so if you want it write, wire or phone.

REX AMUSEMENT CO.

821-20 S. Baline St. SYRACUSE, N. Y.

PRICE includes a NEW 12 COLOR SCORE GLASS, A SET OF LARGE SIZE TWO-TONE
JAP BUMPER CAPS, INSTRUCTION AND SCORE CARDS.
For Prompt Delivery—Rush Your Order Today. F.O.B. Chicago, Ill.

VICTORY GAMES 2140-44 Southport Ave., Chicago 14, Ill.
Write for Our Complete List

AUTOMATIC COIN MACHINES

Reconditioned—A-1 Condition

10 WURLITZER 616, LITE-UP, EACH.....	\$160.00
2 WURLITZER 500, 5 P. B. EACH.....	375.00
1 WURLITZER 24 WITH PACKARD PIANO	
KEYBOARD SELECTOR.....	210.00
1 WURLITZER 24, R. C.....	230.00
1 WURLITZER 616 WITH STAND.....	100.00
1 WURLITZER 500.....	50.00
2 WURLITZER 412, EACH.....	90.00
4 ROCK-OLA 12 RECORDS, Each.....	85.00
5 ROCK-OLA 16, Each.....	110.00
1 SEEBURG REX, Each.....	210.00
1 SEEBURG GEM.....	235.00
3 MILLS THRONES, Each.....	235.00
FRONT GLASS FOR COUNTER MODEL 61.....	1.35
FRONT GLASS FOR COUNTER MODEL 71.....	.90

TUBES FOR THE COIN MACHINE INDUSTRY

624.....	\$1.50	523.....	1.10	7017.....	\$1.60	26.....	.75
1A5.....	1.50	523.....	1.10	7017.....	1.95	27.....	70
1A7.....	1.60	6C5.....	1.00	12A8.....	1.00	30.....	1.00
1H4.....	1.00	6C5.....	1.00	12K7.....	1.00	33.....	1.00
1H5.....	1.30	6F6.....	.90	12K7.....	1.00	41.....	.95
1L4.....	2.35	6F6.....	.90	12K7.....	1.00	41.....	.95
1L5.....	2.35	6F6.....	.90	12K7.....	1.00	41.....	.95
1N5.....	1.60	6K7.....	1.10	14A7.....	1.50	46.....	1.10
1P5.....	1.60	6K7.....	1.10	14A7.....	1.50	46.....	1.10
2A4C.....	1.60	6K7.....	1.10	14A7.....	1.50	46.....	1.10
2J3.....	1.60	6K7.....	1.10	14A7.....	1.50	46.....	1.10
2L4.....	1.60	6K7.....	1.10	14A7.....	1.50	46.....	1.10
2V4.....	1.50	6X5.....	1.00	35Z5.....	.85	80.....	.70
2U4G.....	1.00	6X5.....	1.00	35Z5.....	.85	80.....	.70
2V4.....	1.00	6X5.....	1.00	35Z5.....	.85	80.....	.70

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all instances, you should reconfirm by giving us ALL your tube business, including the few critical tubes marked with an (*) above. Our prices are right and warrant your order!

Deposit required with all orders!

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THE NEWEST IN THE WEST OFFERS THE BEST...

In Reconditioned Coin Machines

Buy Quality, Buy the Best BY PACIFIC

AUTOMATIC PAYOUT CONSOLES

Buckley Trade Odds, Latest Model.....	1,000	Pace Twin Rials, 1941.....	\$400.00	Pace Sanborn, Late Model.....	\$100.00
Kenney Super Bell, 8 A's.....	1,000	Pace Sanborn, 1941.....	125.00	Belly Roll 'Em.....	175.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Mills & Bell, Fast Roll, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00
Super Starburst, 600's.....	1,000	Pace Twin Rials, 1941.....	400.00	Super Starburst, 600's.....	400.00

MILLS REEL POCKET BELLS, THOROLY RECONDITIONED, REPAINTED, METERED \$67.50

FACTORY REBUILT BELL FREE PLAY NOVELTY GAMES

United States Fr. \$225.00 United States Fr. \$225.00 United States Fr. \$225.00

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LIBERATOR GOING STRONG! LIMITED QUANTITY—ORDER NOW!

\$395

AUTOMATIC PAYOUT CONSOLES

Evans Lucky Luke.....	\$250.00	Mills Four Bells.....	\$785.00	Baker Pace.....	\$250.00
Billy Thru.....	150.00	Junior Parade, Left.....	165.00	Baker Pace, Jacket.....	325.00
Junior Royal Road.....	75.00	Junior Parade, Right.....	115.00	Junior Parade, Jacket.....	45.00
Billy Thru.....	150.00	Billy Club Bell.....	285.00	Exhibit Tormentor.....	45.00
Billy Thru.....	150.00	Exhibit Tormentor.....	45.00	Exhibit Tormentor.....	45.00
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FIVE BALL PIN GAMES

BALLY.....	\$50.00	New Champ.....	\$75.00	All Bats.....	\$35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00
Alv. Fero.....	\$50.00	Hi Hat.....	65.00	Faraway.....	35.00

ONE BALL PAYOUT TABLES

Santa Anita.....	\$325.00	Reckoning.....	\$500.00	Jackpot Club.....	\$50.00
Packmaker.....	135.00	Kentucky.....	425.00	Jackpot Club.....	50.00
Grand Stand, Fort.....	135.00	Mills 1-2-3.....	50.00	Jackpot Club.....	50.00
Kenney Fortune.....	185.00	Mills 1-2-3, Bally.....	50.00	Jackpot Club.....	50.00
		Forward Roll.....	85.00	Jackpot Club.....	50.00

ONE BALL MULTIPLE FREE PLAY GAMES

Thorped, Jackpot.....	\$225.00	Longacre, Jackpot.....	\$625.00
Club Trophy, Jackpot.....	375.00	Ball Swimmer, J.P., Revamped.....	475.00
Ball Trophy 1-2-3.....	475.00	Ball Swimmer, J.P., Revamped.....	475.00

FREE PLAY CONSOLES

Jenn. Bobbel, 5'.....	\$125.00	Bally Big Top.....	\$85.00	Bally Club Bell.....	\$225.00
Jenn. Silver Moon, 5'.....	65.00	Mills Junior Parade.....	55.00	Kenny Super Bell.....	375.00
Jenn. Silver Moon, 5'.....	65.00	Wooling Big Game.....	85.00		

TERMS: 1/3 Deposit, Balance O. O. D. or Bill Draft.

MONARCH COIN MACHINE CO.

1345 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

FACTORY REBUILT AND REFINISHED

ALL MILLS SLOTS, DRILLPROOF WITH KNEE ACTION AND CLUB HANDLES, CASTINGS AND CABINETS LIKE NEW—MECHANISMS GUARANTEED PERFECT

BLUE FRONTS CLUB CONSOLES GOLD CHROME BILLS

5' \$250.00	25' \$325.00	5' \$400.00	25' \$500.00	5' \$500.00	25' \$500.00
10' \$275.00	50' \$600.00	10' \$600.00	50' \$600.00	10' \$600.00	50' \$600.00

MILLS BILLS

1' Refinished Gold Oltter Q.T.....	\$30.00	10' Silver Front, D.P., G.H., K.A.....	\$300.00
5' Original Gold Oltter Q.T.....	125.00	5' Original Chomox.....	350.00
5' Original Gold Oltter Q.T.....	125.00	10' Original Chomox.....	400.00
25' Big Front, 24" D.P., C.H., K.A.....	800.00	4' 5' Original Chomox.....	575.00
K.A.....	400.00		

JENNINGS CHIEFS

1' Redfin.....	\$125.00	10' One Star, 3/5.....	\$125.00
1' Redfin.....	175.00	10' Silver Chief.....	200.00
5' Century, 2/4.....	60.00	10' Silver Chief.....	250.00
1' Century, 2/4.....	100.00	10' Silver Chief.....	250.00
1' Club Special.....	100.00	25' 1941 Silver Chief.....	80.00

PACE COMETS WAITING ROL-A-TOPS CAILE

5' Deluxe, R.P.....	\$89.50	5' 5-8 Payout.....	\$50.00	5' D.J. 2-4 Payout.....	\$50.00
5' Deluxe, R.P.....	50.00	5' 5-8 Payout.....	50.00	5' D.J. 2-4 Payout.....	50.00
10' All Star.....	50.00	5' 5-8 Payout.....	50.00	5' D.J. 2-4 Payout.....	50.00

ACCESSORIES

50-100-200 Barometer \$47.50	Wurlitzer Model 120, 2 Wire.....	\$37.50	Wurlitzer 30 Wire Box.....	\$24.60
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CONSOLES—PAYTABLES—MUSIC

Santa Anita.....	\$250.00	Calypso Dominica.....	\$150.00	412 Wurlitzer.....	\$50.00
Long Shot.....	150.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Kentucky.....	175.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Long Shot.....	150.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Kentucky.....	175.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Long Shot.....	150.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Kentucky.....	175.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Long Shot.....	150.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Kentucky.....	175.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00
Long Shot.....	150.00	Calypso Dominica.....	150.00	412 Wurlitzer.....	50.00

TERMS: 1/3 DEPOSIT, BALANCE O. O. D. WRITE, WIRE, TELEPHONE TODAY.

TWIN PORTS SALES COMPANY

230 LAKE AVENUE, SO. DULUTH 2, MINN.

SALESDRIVES

Deluxe Hits—24 HOUR SERVICE		Reconditioned Phonographs	
1000 5' Deluxe Chery.....	\$17.00	Wurlitzer 616.....	\$125.00
1000 5' Deluxe Chery.....	17.00	Wurlitzer 616.....	125.00
1000 5' Deluxe Chery.....	17.00	Wurlitzer 616.....	125.00
1000 5' Deluxe Chery.....	17.00	Wurlitzer 616.....	125.00
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1000 5' Deluxe Chery.....	17.00	Wurlitzer 616.....	125.00
1000 5' Deluxe Chery.....	17.00	Wurlitzer 616.....	125.00

DELUXE SALES CO.

BLUE EARTH, MINN.

CAMEO VENDING

482 W. 42nd NEW YORK

ACME AMUSEMENT COMPANY

428 S. HIGH STREET COLUMBUS, OHIO

CENTURY'S "SUPER TORPEDO"

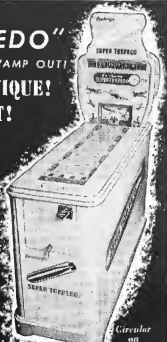
THE MOST SENSATIONAL REVAMP OUT!

IT'S NEW! IT'S UNIQUE!
IT'S DIFFERENT!

- * Animated torpedoes actually travel under water to sink moving enemy cargo ship!
- * Scoring device registers tonnage sunk!
- * Colorful mirrored backboard and surface glass!
- * A phenomenal success on location!
- * Cabinet beautifully designed and screened!

Revamped and Built
by AL SIMON

★
WRITE OR WIRE
YOUR ORDER TODAY!



CENTURY ENTERPRISES

215 WEST 64th STREET • NEW YORK 23, N. Y.

C. & P. SALES COMPANY

407 Madison Ave. 5-4576 Memphis, Tenn.

FOR SERVICE THAT SATISFIES

CONSOLES

Paces Saratoga, C.P., Late Mod. \$9.50
Waltling Big Game, High Hand, C.P. 89.50
Jennings Fast Time, F.P. 89.50
Jennings Fast Time, F.P. 89.50
Calloping Dominoes 325.00
Jennings Multi-Play Liberty Bell 39.50
Jennings Multi-Play Race 39.50
Kennedy's Kentucky Club 39.50
Jennings Multi-Play Moon, C.P., Se 227.50
Lettie, Jr. 117.50
Paces Spinning Rolls, C.P. 117.50

SLOTS

35 Se Mills Blue Fronts \$169.50 Ea.

ALL ABOVE SLOTS HAVE BEEN REFINISHED AND RECONDITIONED.
SLOTS OVERHAULED AND REFINISHED FOR \$35.00 EACH.

1/3 Cash Deposit With Order, Balance C. O. D.

BARGAINS

Phonographs

2 Seating Model B \$79.50
2 412 Wurlitzers, 85.00
2 616 Wurlitzers, 135.00
2 Rockola Masters 340.00
1 Rockola Super 375.00
1 Rockola Play 179.50
1 Muscular System 159.50
1 Rockola Com 525.00
1 Wurlitzer 500 Speaker, with 5, 10, 25 Box 189.50
1 Wurlitzer Control Model 71 Wurlitzer Stands 169.50
Complete Rockola Musical System Switchboard, 10 Walnut Supers, Used Very Little, Mechanically, \$4,500.00

All in good operating condition. One-third deposit, balance C. O. D.

Hermitage Music Co.

4164 BROAD (E-I. 6-0907) NASHVILLE 3, TENN.

STOP! LOOK! THEN ORDER! WE KNOW THESE PRICES ARE ROCK-BOTTOM!
SUBJECT TO PRIOR SALE WE OFFER THE FOLLOWING 8 BALL FREE PLAY GAMES
All Games In Good Working Order. Hole Sights, Thoroughly Cleaned and Ready to Be
Played on Location.

2 Shoot Your Way To Tokyo 8 Balls \$120.00
1 Muscular System 159.50
1 Rockola Play 179.50
1 Muscular System 159.50
1 Rockola Com 525.00
1 Wurlitzer 500 Speaker, with 5, 10, 25 Box 189.50
1 Wurlitzer Control Model 71 Wurlitzer Stands 169.50
Complete Rockola Musical System Switchboard, 10 Walnut Supers, Used Very Little, Mechanically, \$4,500.00

MORRIS NOVELTY CO.

4805 MANCHESTER AVE. ST. LOUIS, MO.

Canadian Dollar Below Par; Peace Will Restore It

NEW YORK, Sept. 16.—The value of Canadian money was being discussed in banking circles here recently. It may have an important bearing on the sales of coin machines on the Canadian market after the war because financial leaders expect big changes to happen in exchange rates.

The free Canadian dollar was being discussed in many circles here because of recent weakness of Canadian money on foreign exchange markets. Exchange experts said the weakness of the Canadian dollar was due to political more than economic conditions. It was said that many circles had reacted unfavorably to the recent elections in Canada, which were widely reported in the press to have indicated a swing to the left. Banks reported that the demand for five Canadian dollars in this country slackened considerably after the election reports.

Earlier this year and especially in May, the Canadian dollar sold at 90 cents and American investors were heavy purchasers of Canadian money and securities. Despite recent weakness, the Canadian dollar is still substantially above its wartime low of 77 cents in May, 1943. During the war period, Canadians have not been permitted by the government to purchase American dollars, for this reason investors declared here that it will probably be a great demand for U. S. dollars after the war and this may temporarily reduce the value of Canadian money. This will result from the fact, bankers say, that many Canadians will be anxious to purchase various types of American goods and machinery when peace returns. Bankers are hoping, however, that future economic trends will tend toward parity between the currencies of both countries.

When Canada entered the war the government took prompt steps to conserve its supply of American dollars and put a ban on importing coin machines as well as other types of machines of merchandise. This war ban was only recently repealed and some coin machines are again being sent into Canada.

MARKET VALUES

Slot Machines and Consoles
Jumbo Punch, F. P., 150.00
Sho 50.00
Se Mills 50.00
Chemo View Pocket, Mater 120.00
Chemo View Pocket, Mater 120.00
Double Safe Stand, Double Door 75.00
Double Safe Stand, Single Door 75.00
PHONOGRAPH AND WALL BOXES
Schubert 50.00
Waltz 50.00
Waltz 50.00
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Schubert 50.00
Waltz 50.00
Waltz 50.00
Waltz 50.00

RED HOT! FAST PLAY!

★ Quick Sellout Means

VOLUME PROFITS

TEN \$5.00 WINNERS

FIFTY \$1.00 WINNERS

OF 1000S—JAMES

OF 1000S—JAMES

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SLOTS

For Immediate Delivery

- 1 Mills 50c Gold Chrome
- 2 Mills Blue & Gold Vest Pockets
- 4 Green Vest Pockets
- 2 Mills Four Belts, 4-5c
- 1 Mills Four Belts, 1-25c, 3-5c
- 4 Mills 25c Brown Fronts, Oriflutter, Knee Action, C.H.
- 1 Mills 10c Brown Fronts, Oriflutter, Knee Action, C.H.
- 7 Mills 25c Blue Fronts, Oriflutter, Knee Action, C.H.
- 3 Mills 10c Blue Fronts, Oriflutter, Knee Action, C.H.
- 4 Mills 5c Blue Front 0. T.'s
- 4 Mills 5c 0. T.'s, Originally Blue, made Gold Glitter
- 2 Mills 10c 0. T.'s, Originally Blue, made Gold Glitter
- 4 Mills 25c 0. T.'s, Originally Blue, made Gold Glitter
- 2 Mills 25c Club Consoles
- 1 Seeburg Rex
- 1 Seeburg Royal
- 1 Wurlitzer 616
- 2 Jennings 10c Four-Star Slots
- 3 Watling 5c Rotapots, 3/5
- 1 Watling 50c Rotapots, L. N.
- 4 Mills Jumbo Parades, F. P.

10 War Eagle Gold Glittered Castings (top & bottom) per set \$18.50

- 1 Paces Reels
- 3 Paces Races Red Arrow
- 2 Mills Spinning Reels
- 1 Victorious 1944
- 1 Rally Victory, F. P.
- 1 Rally Gold Cap, F. P.
- 1 Keeney Tokio Lion
- 8 Sheffer Lobby Seals
- 1 Watling Scale Mirror
- 6 Organ Type Speakers
- 1 Seeburg 8800, R. C. E. S.
- 1 Seeburg Rollaway, R. C.
- 2 Wurlitzer 412
- 2 Rock-Ola 12 Rec. Phono.
- 1 Wurlitzer 500

IF WHAT YOU WANT IS NOT LISTED, WRITE TO US. WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-871 S. Broadway, Lexington 20, Ky.

Wholesale Distributors

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTILIER & CO.

CHICAGO

FRANK S. ROOT

FOR SALE

9 Early Model Four Belts...\$695.00 ea.

19 Late Model Four Belts... 995.00 ea.

5 Mills Three Belts... 995.00 ea.

30 Jumbo Parades, C. P. O., Late Heads... 1400.00 ea.

All Models Three and Four Belts in Perfect Condition, Points De-Magnetized, Just Off Location.

1/3 Deposit With Order, Balance C. O. D.

726 SOUTH CRENSHAW BLVD.

LOS ANGELES, CALIF.

MONEY SAVING CLOSE OUT SALE

★ ★ ARCADE—SLOT ★ ★

- 4—CHICAGO COIN HOCKEY GAMES. Each.....\$195.00
- 2—SHOOT THE JAP RAY GUNS. Each.....\$115.00
- 1—MILLS JUMBO PARADE MINT VENDER, F. P. & C.....\$150.00

1—MILLS BLUE FRONT SLOT, never used after factory reconditioned.....\$235.00

★ ★ MUSIC—WALL BOXES ★ ★

- 1—SEEBURG HI-TONE, 8800, R. C.....\$550.00
- 1—WURLITZER '42 VICTORY MODEL, Keyboard.....\$450.00
- 3—ROCK-OLA SUPER WALNUT CABINET.....\$350.00
- 2—ROCK-OLA COMMANDOS, without Adaptors.....\$500.00
- 4—ROCK-OLA COMMANDOS, with Adaptors.....\$525.00

These 4 PHONOCARDS sold only with 7 Boxes

6 Boxes, 5-10-25c Slot, 1 5c Bar Box with 100 feet new 5-Wire Cable furnished. Phonograph, 7 Boxes.....\$745.00

15—NEW ROCK-OLA 5-10-25 Wall Boxes.....\$ 44.50

15—USED WURLITZER, 5-10-25, 8-Metal Cover.....\$ 35.00

40—USED WURLITZER MODEL 100 WALL BOXES, sold lots of 8 with 100 feet Used Cable.....\$ 20.00

★ ★ CIGARETTE VENDERS ★ ★

- 12—ROWE ROYAL 8-COL. DUAL. Each.....\$65.00
- 2—ROWE ROYAL 10-COL. DUAL. Each.....\$70.00
- 4—U-NEED-A-PAK 9-COL. DUAL. Each.....\$75.00
- 2—U-NEED-A-PAK 9-COL. SINGLE. Each.....\$60.00
- 8—U-NEED-A-PAK 8-COL. DUAL. Each.....\$55.00
- 4—U-NEED-A-PAK 8-COL. SINGLE. Each.....\$50.00
- 5—U-NEED-A-PAK 6-COL. DUAL. Each.....\$40.00
- 5—U-NEED-A-PAK 6-COL. SINGLE. Each.....\$35.00

TERMS—1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. PRICE INCLUDES CRATING.

WHOLESALE ONLY

SOUTH DIXON DISTRIBUTING CO.

P. O. Box 364 Phone 945 Johnson City, Tenn.

Watch for the Announcement of Our Removal to New and Larger Headquarters

- Knice Action with Springs (3) \$85.25
- Spring Kit for Mills.....\$9.50
- Idle Pinion Gears for Mills. 2.50
- Club Handles.....4.00
- Main Clock Gears (complete) 3.00
- Standard Handles.....2.00
- Bottom P. O. Slides, 5c.....3.50
- Reel Strips, 25c and 15c.....1.50
- Jackpot Glasses.....1.00
- Reward Cards 3/5 and 2/5......15

SPECIAL CASE BOXES

- ONE-BALLS
- Keeney Fortune.....\$350.00
- Pimlico.....\$435.00
- Longacres and Thorobreds 550.00
- '41 Derby.....345.00
- Club Trophy.....345.00
- Sportsman.....345.00

Bonus Castings—Complete.....\$25.00 Per Set

CONSOLES

- 25c Jennings Club Bell (like new).....\$375.00
- 10c Mills Club Bell (completely refinished).....450.00
- 25c Mills Club Bell (completely refinished).....450.00

SLOTS COMPLETELY RECONDITIONED, READY FOR IMMEDIATE SHIPMENT

- 5c Mills Blue Fronts.....\$245.00
- 5c Bonus Belts, brand new castings \$325.00
- 10c Mills Blue Fronts.....275.00
- 10c Bonus Belts, brand new castings 375.00
- 25c Mills Blue Fronts.....375.00
- 5c Chrome Belts.....425.00
- 10c Mills Brown Fronts.....350.00
- 10c Chrome Belts.....450.00
- 25c Mills Brown Fronts.....400.00
- 25c Chrome Belts.....500.00
- 50c Mills Blue Fronts.....550.00
- 50c Laundry Chief.....525.00

ABOVE MACHINES ALL EQUIPPED WITH KNEE ACTION AND CLUB HANDLES.

We are equipped to fill orders for all make SLOTS, CONSOLES, PHONOCARDS, ARCADE EQUIPMENT, SALESDOARDS.

EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS AT NOMINAL COST

SOUTHWEST AMUSEMENT COMPANY

1712 FIELD ST. Central 4484 DALLAS 1, TEXAS

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JA/FRE MEANS "JOE ASH—FINEST RECONDITIONED EQUIPMENT"

"You Can Always Depend on Joe Ash All-Ways"

ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

SLOTS

MILLS—JENNINGS—WATLING—PACE

RECONDITIONED—Guaranteed

By Our 48 Years of Experience

WRITE FOR PRICES

- 2 50c GOLD WAR EAGLES
- 2 50c GOLD CHROMES
- 7 10c GOLD CHROMES
- 2 25c GOLD CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 25c BLUE FRONTS
- All above Machines New Knee Action, Club Handles and Drill Proper.
- 12 5c 0. T.'s Originally Blue Made Glitter

Gold.....\$89.50

6 10c Q. T.'s, Same as Above.....99.50

8 5c JENNINGS FOUR STARS

2 10c JENNINGS 50c FOUR STARS

5 5c WATLING ROLA-TOPS

2 10c WATLING ROLA-TOPS

5 5c PACE COMETS

1 5c-25c PACE COMET Comb. (Oakleaf Model)

2 10c JENNINGS CLUB BELLS (Oakleaf Model)

2 25c JENNINGS CLUB BELLS (Oakleaf Model)

We have all types of Coin Machines.

Write us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

MUSIC & GUNS

Wurlitzer LINK NEW

700.....\$500.00

Music Player.....200.00

Rage-Lite.....100.00

Bally Ball.....100.00

Western Ball.....100.00

Ball Dancer.....100.00
- Ten Lane.....100.00
- Derivator.....100.00
- Reider.....100.00
- Myrtle.....100.00
- Play Ball.....100.00
- Skyliner.....100.00
- Big Bird.....100.00
- Pole.....100.00
- Golden.....100.00
- Mill Minder.....100.00
- P.O.....100.00
- Stance Ball.....100.00
- P.O.....100.00
- Bally Ball.....100.00
- Scotch.....100.00
- Silver Moon.....100.00
- Big Game.....100.00
- P.O.....100.00
- 61.....100.00
- Finch.....100.00

Chickasaw.....125.00

Sky Fighters.....125.00

Roller Ball.....100.00

Miller.....100.00

Chickasaw.....100.00

Rolling Press.....100.00

Stance Ball.....100.00

Roller Ball.....100.00

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Roller Ball.....100.00

FREE PLAY SLOTS

MILLS AND JENNINGS

FOR SALE OR WILL OPERATE

ON SHARES WITH A RELIABLE

OPERATOR. WRITE

P. O. Box 5036, Washington, D. C.

Paper Rationing

Precludes Our
Telling ALL About ...

Pilot TRAINER

SEND FOR COMPLETE CIRCULAR TODAY!



TRAINER SALES CO.

GEORGE PONSER - JACK GARLINER

2 Columbus Circle, New York 19, N.Y.

REPLACEMENT PARTS

FOR

SEEBURG RAY-O-LITE GUNS

"SHOOT THE JAP," "CHICKEN SAM," "JAIL-BIRD," "SHOOT THE CHUTES"

★ WRITE FOR COMPLETE LIST ★

LEEBURG RAY GUN AMPLIFIERS REPAIRED 24-HOUR SERVICE		RIFLES For All Seeburg Ray Guns Com- plete With Cables and Lamp \$35.00	
TOGGLE SWITCH	\$2.50	PHOTO ELECTRIC CELLS (All Directional)	\$3.50
3000 OHM VAR. RESISTOR	1.75	24Kc TUBES	2.35
MUZZLE LENS	2.00	20 TUBES	.70
SHOULDER LENS	1.00	2051 TUBES	2.55
AMPLIFIERS (Complete with Tubes)	1.00	GUN CABLE (8 Feet)	1.50
MUZZLE LENS	1.00	MAIN CABLE (40 Feet)	9.00
PHOTO ELECTRIC CELLS (CE #23)	2.50	#51 BULBS (Box 10)	.50
All orders for above must be accompanied with signed consumer's cert. L265			
KENNEY AIR RAIDER	\$225.00	"SHOOT THE JAP" (Chicago Nov.)	\$179.50
KENNEY SUBMARINE	215.00	SHOOT THE CHUTE (Conv. to Jap)	139.50
BALLY BULL (Conv. to Jap)	109.50	BALLY RAPID FIRE (Newly Painted)	225.00
BALLY 1-2-3, F.P.	49.50	BALLY BULL	79.50

COIN MACHINE EQUIPMENT CO., INC.

1346 Roscoe St. DiVersey 3433 Chicago 13, Illinois

JONES SALES—SPECIAL NOTICE

For tops in Mills Slots on today's market write us for our special list, consisting of the following machines, all with knce action, club handles and dirt proofed cabinets, etc.:

- MILLS GOLD CHROMES, 5c, 10c and 25c Play, Either 2/5 or 3/5 Payout
- MILLS BLUE FRONTS, 5c, 10c and 25c Play, 3/5 Payout
- MILLS BROWN FRONTS, 5c, 10c and 25c Play, 3/5 Payout
- MILLS CHERRY BELLS, 5c, 10c and 25c Play, 3/10 Payout
- MILLS BONUS BELLS (Gold), 5c, 10c and 25c Play, 3/5 Payout

- CONSOLES
- EVANS '41 JACKPOT MODEL GALLOPING DOMINOS, Two-Tone Cabinets
- EVANS '41 JACKPOT MODEL BANGLISTS, Two-Tone Cabinets

Address all future communications, such as mail, wires and telephone calls to our Hickory, N. C., office only. Do not address any further communications to Bristol, Va-Tenn.

JONES SALES COMPANY

Office Telephone 107 and 73 1330 TRADE AVE.
Night Telephone 402 HICKORY, NORTH CAROLINA

NOTICE! SACRIFICE SALE

6 1/2 Gold Chromes Write or Wire	8 25c Original Chrome Write or Wire
3 1/2 Copper Chromes Write or Wire	12 25c Brown Fronts Write or Wire
17 1/2 Original Chrome Write or Wire	6 25c Blue Fronts Write or Wire
12 1/2 Brown Fronts \$225.00	1 1/2 Double Gun \$45.00
5 1/2 Brown Fronts \$200.00	2 1/2 Columbia Bells, Cash 45.00
5 1/2 Cherry 200.00	18 Columbia Bells, Cash 45.00
6 1/2 Blue Fronts 200.00	1 1/2 Columbia Bells, Cash 45.00
1 1/2 War Eagle 125.00	17 Super Truck Times 325.00
1 1/2 Panama 27.50	8 Kentucky Club 95.50
1 1/2 Mills Gumball, Single Jap 45.50	1 1/2 Kentucky Club 95.50
2 Mills Golf Ball, Like New 225.00	1 1/2 Kentucky Club 95.50
6 1/2 Original Chrome Write or Wire	1 1/2 Kentucky Club 95.50
21 Gallop Domino, Cash, J.P. \$225.00	1 Mills Four Balls, 5c, 75/75 25c Write or Wire
2 1/2 Gun Club, Factory Model 235.00	2 Mills 5c Jumbo Parade, F.P., Blue, 5c 150.00
6 Gallop Domino, Cash, 5c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 10c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 15c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 20c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 25c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 30c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 35c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 40c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 45c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 50c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 55c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 60c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 65c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 70c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 75c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 80c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 85c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 90c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 95c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 100c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 105c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 110c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 115c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 120c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 125c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 130c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 135c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 140c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 145c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 150c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 155c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 160c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 165c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 170c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 175c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 180c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 185c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 190c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 195c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 200c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 205c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 210c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 215c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 220c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 225c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 230c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 235c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 240c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 245c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 250c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 255c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 260c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 265c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 270c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 275c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 280c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 285c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 290c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 295c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 300c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 305c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 310c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 315c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 320c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 325c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 330c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 335c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 340c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 345c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 350c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 355c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 360c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 365c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 370c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 375c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 380c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 385c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 390c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 395c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 400c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 405c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 410c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 415c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 420c 235.00	2 Mills 5c Jumbo Parade, Cash 150.00
6 Gallop Domino, Cash, 425c 2		

CENTRAL OHIO QUALITY BUYS

THERE IS NO SUBSTITUTE FOR QUALITY
CONSOLES SLOTS

Jumbo Parades, C. P., 1ale.....\$129.50	5c Blue Fronts..... Write	10c Blue Fronts..... Write	25c Blue Fronts..... Write	5c Brown Fronts 3/5 Write	5c Cherry Belts..... Write	5c Club Consoles, like new.....Write
5c Silver Moon, F. P..... Write	5c Bobbly, F. P..... Write	25c Bobbly, F. P..... Write	Kentucky Clubs, A-1..... 99.50	4-Way Super Belts, 5c-5c-5c.....Write	2-Way Super Belts, 5c-25c Write	2-Way Super Belts, 5c-5c Write
5c Superbelts, Comb. A-1 Write	10c Four Belts, A-1..... Write	10c Three Belts, A-1..... Write	Waiting Big Games, F.P. 99.50	Waiting Big Games, C.P. 99.50	Lucky Luck..... Write	Bakers Pacer, D. D., like new.....299.50
Super Truck Times..... Write	TEXAS MUSTANGS 79.50	MIAMI BEACH..... Write	SPOT A CARD..... 99.50	NEW CHAMPS..... 99.50	TOLAW..... 79.50	WILLYS..... 49.50
WILDS..... 99.50	WILD FIRES..... 99.50	NEW CHAMPS..... 99.50	TOLAW..... 79.50	WILLYS..... 49.50	WILLYS..... 49.50	WILLYS..... 49.50
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Wolf Solomon

ARCADIE EQUIPMENT

RAPID FIRES \$219.50

HOCKEYS.....209.50

PLAY BALL.....109.50

WESTERN.....139.50

CHUTE.....109.50

BASEBALL.....109.50

WURLITZER.....119.50

Counter 61, A-1.....119.50

3/5, C.H.....Write

Jennings Gargolas XV.....\$109.50

5c Vest Pockets, B&G.....29.50

5c Jennings Grandstands.....29.50

Double Sides.....Write

Triple Sides.....Write

Single Revolvers.....Write

Box Slides, Bars, Locks.....Write

BOWLING LEAGUE

PLAYS FREE ROLL

SELECTION WITH

FREE BALL FEAT

TURE, \$239.50

WESTERNAUS

6-BALL REVAMP

INVASION.....\$109.50

MARINER'S PLAY, \$109.50

ONE BALL FREE

PLAYS PIMCO, 41

DERRIES, CLUB

TOP MILES

BOWLING LEAGUE

PLAYS FREE ROLL

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PLAYS PIMCO, 41

ACTION! ON THREE FRONTS!

1. **BUY MORE BONDS!** Send them by registered mail to O. D. Jennings & Company so they can earn an **ADDITIONAL SIX PER CENT INTEREST** for you, and give you delivery priority on the first coin machines produced, in keeping with Jennings 6 Per Cent Post-War Priority Plan. Write for complete details.
2. Keep your Chiefs and other Jennings equipment in A-1 operating condition for the duration. Parts, repairs and complete factory reconditioning service now available following official order in connection with stock inventory.
3. Regardless of your location, if you are qualified to **SELL** and service coin machines, apply **NOW** for a Jennings Post-War Dealership.

O. D. JENNINGS & CO.

4307-39 West Lake Street

Chicago 24, Ill.

The Most Thorough and Complete "CHICKEN SAM"—Chango-Over to
Complete Ray Guns

\$179.50

"SHOOT THE JAP"

\$179.50

RAY-O-LITE GUNS

113 Deposit, Balance C. O. D.

Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seaburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Chokes—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$115.00 C. O. D.

OR

WE WILL ACCEPT ALL TYPES OF USED COIN MACHINES AS PART OR FULL PAYMENT. WHAT DO YOU HAVE???

CASH IN ON THIS SPECIAL OFFER—NOW

BALLY RAPID FIRE GUNS

WE REBUILD RECONNECTION REFINISH For

\$49.50

F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

WE RE-BUILD— RE-CONDITION— RE-FINISH—

Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!

for **\$59.50** F. O. B. Chicago

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

This Wonderful Land...

... of ours will emerge triumphant from the chaos of conflict and will exert its great power to help the world back to Normalcy, Liberty and Lasting Peace.

OUR organization is proud to be a part of an industry which has performed a commendable service as a great morale builder during these trying times.

VICTORY is within our grasp. After victory you can continue to look to us for Even Better Service and New Aids to Modern Operating Methods.

★

BLOCK MARBLE COMPANY

1527 FAIRMOUNT AVENUE, PHILADELPHIA 30, PA.

"GET IT FROM BLOCK—THEY HAVE IT IN STOCK!"


"Blackie"
WILL
REVOLUTIONIZE
THE INDUSTRY

LOOK
for BLACKIES



*NOT 'TIL
LATER!*

"The end of the war is in sight," was the recent encouraging statement of a famous British Field Marshal. However, until the war is won . . . it is the solemn and privilege obligation of all of us to work harder . . . buy more WAR BONDS . . . visit the Red Cross Blood Bank regularly . . . save waste paper, fats and other vital war materials . . . and do all within our power in other "homefront" activities to hasten the end of the war. Later . . . After Victory . . .



you can depend upon SEEBURG to again assert its position of leadership in the automatic music field.

BUY WAR BONDS

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

Seeburg

J. P. SEEBURG CORPORATION • CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902



EVEN THE CARRIERS CARRY MUSIC



Planes on deck ready for action! Pilots ready to go but there's nothing in sight at the moment so they break out the ship's band. Forthwith there's a full house on the hangar deck as music fills the air that, any minute, may be full of fighters. It's another example of the power and appeal of music. Is it any wonder that Wurlitzer is proud to have been so prominently associated for so long a time with so great a form of entertainment? Look for great things musical from Wurlitzer once this war is won. THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y.



Awarded to The
North Tonawanda Division

BUY WAR BONDS

WURLITZER

The Name That Means Music to Millions